Financial Guidance for FA WSL1 Clubs

EXPENSES	Note	2014	2016	2018
Infrastructure/Facilities	1)	**28,000**	**29,000**	**30,000**
Kit & Equipment	2)	**15,000**	**16,500**	**18,000**
Team Staff		**35,000**	**38,500**	**42,000**
Coaches	3)	*25,000*	*27,500*	*30,000*
Medical and Physio Supply	3)	*10,000*	*11,000*	*12,000*
Player		**105,000**	**111,000**	**117,000**
Salaries	4)	*90,000*	*95,000*	*100,000*
Expenses	4)	*15,000*	*16,000*	*17,000*
Team Operation (travelling, accomodation)	5)	**15,000**	**16,000**	**17,000**
Match Officials		**2,500**	**2,500**	**2,500**
Total Sport		**200,500**	**213,500**	**226,500**
Office costs	6)	**4,000**	**4,000**	**4,000**
Staff Salaries	7)	**45,000**	**50,000**	**55,000**
Marketing Expenses		**7,000**	**8,500**	**10,000**
Merchandise		*2,000*	*2,500*	*3,000*
Sponsoring & Advertisment		*5,000*	*6,000*	*7,000*
Matchday costs		**8,000**	**11,000**	**15,000**
Ticketing Expenses		*1,500*	*3,000*	*5,000*
Programme Costs		*1,500*	*2,000*	*2,500*
Hospitality		*1,500*	*2,000*	*2,500*
Match organisation		*3,500*	*4,000*	*5,000*
Funding		**5,000**	**5,000**	**5,000**
League Dues		**1,000**	**1,000**	**1,000**
Other		**5,000**	**6,000**	**7,000**
Total Admin		**75,000**	**85,500**	**97,000**
TOTAL EXPENSES		**275,500**	**299,000**	**323,500**

INCOME	Note	2014	2016	2018
Infrastructure/Facilities	1)	**8,000**	**9,000**	**10,000**
Kit Sponsor	2)	**15,000**	**16,500**	**18,000**
Total Sport		**23,000**	**25,500**	**28,000**
Subscription/Membership		**1,000**	**1,000**	**1,000**
Commercial income	8)	**57,500**	**65,500**	**73,500**
Merchandise		*2,500*	*3,000*	*3,500*
Sponsoring & Advertisment		*55,000*	*62,500*	*70,000*
Match-day Income		**19,000**	**32,500**	**45,000**
Ticketing	9)	*12,000*	*23,000*	*32,000*
Programme Sales	10	*3,000*	*4,000*	*5,000*
Hospitality		*2,000*	*3,000*	*5,000*
Other		*2,000*	*2,500*	*3,000*
Funding/Grant/Donation	11)	**95,000**	**105,000**	**115,000**
Related parties		*80,000*	*85,000*	*90,000*
Third parties		*15,000*	*20,000*	*25,000*
FA		**71,000**	**66,000**	**61,000**
Funding	12)	*70,000*	*65,000*	*60,000*
Prize Money		*1,000*	*1,000*	*1,000*
Other		**10,000**	**10,000**	**10,000**
Total Admin		**253,500**	**280,000**	**305,500**
TOTAL INCOME		**276,500**	**305,500**	**333,500**
Profit / Deficit		**1,000**	**6,500**	**10,000**

Comments:

a) This overview reflects a full FA WSL season (12 month period, November to October). It demonstrates the anticipated minimum finances for an FA WSL1 club. Actual figures might differ from those stated above.
b) Growth is assumed on a moderate 5% increase p.a.
c) This income and expenditure statement is provided on a full cost basis to reflect the full picture of income and expenses. This includes Value in Kind (ViK) contributions and money distributed by The FA from the Club Development Fund (CDF). Total income is anticipated to be divided as follows: 65% cash minimum, 10-20% ViK and 25% CDF contribution maximum.
d) Clubs should aim to generate a profit in order to become self-sustaining, cover tapering of CDF and develop future facilities.
e) Please include explanatory notes for each item of income and expenditure in your forecast and provide a full explanation of any other income and expenditure item (with supporting documentation if applicable to evidence this) so that the selection panel can fully understand the basis of your calculations. This is important because a club must provide clear proof of income or comprehensive evidence of plans to generate income to demonstrate solvency and financial sustainability.

Notes:

1) Expected costs for training ground/stadium amount to £15-20k plus any ViK contributions through partner provision. The CDF provides £15k in 2014. This is based on 3 training and gym sessions per week, 7 league and a minimum of 3 cup home games.
2) Kit provided by Clothing Ltd to value £15k in 2014; amount is assumed as ViK contribution.
3) This includes payments for team, assistant and goalkeeping coach. Further costs are budgeted for a doctor to be present at each home game, chartered physiotherapist, medical and physio equipment. CDF foresees a contribution of £15k in 2014.
4) 20 registered players, including salaries and expenses.
5) Away game travel (7 league and 3 cup games).
6) Office rent. ViK contribution is anticipated e.g. through office costs provided free of charge by regional sports organisation or affiliated club to value of £4k.
7) Salaries paid to staff such as General/Business Development Manager, Match Promotion/Marketing Officer or Ambassador. CDF foresees a total contribution of £30k in 2014.
8) Sponsorship and merchandise revenue is anticipated to increase over time and to generate cash inflow.
9) 2014, 2016 and 2018 attendances of 550, 700 and 850 x 10 games (7 league, 3 cup); Average ticket price of £4.50, £5.25 and £5.50; complimentary ticket rate of 50%, 35% and 30%.
10) 20% of average attendance buying a programme for £3.
11) This area is anticipated to generate cash income and ViK contribution.
12) Expected maximum FA funding according to the CDF for 2014 and 2015; see the Club Development Fund section 1.7 in 'The FA WSL Club Development Plan: Minimum Requirements'.