

## Financial Guidance for FA WSL2 Clubs

EXPENSES	Note	2014	2016	2018		INCOME	Note	2014	2016	2018
<b>Infrastructure/Facilities</b>	1)	<b>12,000</b>	<b>13,000</b>	<b>14,000</b>		<b>Infrastructure/Facilities</b>	1)	<b>2,000</b>	<b>3,000</b>	<b>4,000</b>
<b>Kit &amp; Equipment</b>	2)	<b>5,000</b>	<b>6,000</b>	<b>7,000</b>		<b>Kit Sponsor</b>	2)	<b>3,000</b>	<b>4,000</b>	<b>5,000</b>
<b>Team Staff</b>		<b>10,000</b>	<b>13,500</b>	<b>17,000</b>						
<i>Coaches</i>	3)	<i>6,000</i>	<i>9,000</i>	<i>12,000</i>						
<i>Medical and Physio Supply</i>	3)	<i>4,000</i>	<i>4,500</i>	<i>5,000</i>						
<b>Player</b>		<b>5,000</b>	<b>7,000</b>	<b>9,000</b>						
<i>Salaries</i>	4)	<i>2,000</i>	<i>3,000</i>	<i>4,000</i>						
<i>Expenses</i>	4)	<i>3,000</i>	<i>4,000</i>	<i>5,000</i>						
<b>Team Operation (travelling, accomodation)</b>	5)	<b>10,000</b>	<b>11,000</b>	<b>12,000</b>						
<b>Match Officials</b>		<b>2,000</b>	<b>2,000</b>	<b>2,000</b>						
<b>Total Sport</b>		<b>44,000</b>	<b>52,500</b>	<b>61,000</b>		<b>Total Sport</b>		<b>5,000</b>	<b>7,000</b>	<b>9,000</b>
<b>Office costs</b>	6)	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>						
<b>Staff Salaries</b>	7)	<b>15,000</b>	<b>17,500</b>	<b>20,000</b>		<b>Subscription/Membership</b>		<b>1,000</b>	<b>1,000</b>	<b>1,000</b>
<b>Marketing Expenses</b>		<b>4,000</b>	<b>5,000</b>	<b>6,000</b>		<b>Commercial income</b>	8)	<b>16,000</b>	<b>21,500</b>	<b>27,000</b>
<i>Merchandise</i>		<i>1,000</i>	<i>1,000</i>	<i>1,000</i>		<i>Merchandise</i>		<i>1,000</i>	<i>1,500</i>	<i>2,000</i>
<i>Sponsoring &amp; Advertismnt</i>		<i>3,000</i>	<i>4,000</i>	<i>5,000</i>		<i>Sponsoring &amp; Advertismnt</i>		<i>15,000</i>	<i>20,000</i>	<i>25,000</i>
<b>Matchday costs</b>		<b>4,000</b>	<b>5,500</b>	<b>7,500</b>		<b>Match-day Income</b>		<b>8,000</b>	<b>13,000</b>	<b>18,000</b>
<i>Ticketing Expenses</i>		<i>1,000</i>	<i>1,500</i>	<i>2,000</i>		<i>Ticketing</i>	9)	<i>4,500</i>	<i>8,000</i>	<i>12,000</i>
<i>Programme Costs</i>		<i>500</i>	<i>1,000</i>	<i>1,500</i>		<i>Programme Sales</i>	10)	<i>1,500</i>	<i>2,500</i>	<i>3,000</i>
<i>Hospitality</i>		<i>500</i>	<i>500</i>	<i>1,000</i>		<i>Hospitality</i>		<i>1,000</i>	<i>1,000</i>	<i>1,000</i>
<i>Match organisation</i>		<i>2,000</i>	<i>2,500</i>	<i>3,000</i>		<i>Other</i>		<i>1,000</i>	<i>1,500</i>	<i>2,000</i>
<b>Funding</b>		<b>1,000</b>	<b>1,000</b>	<b>1,000</b>		<b>Funding/Grant/Donation</b>	11)	<b>10,000</b>	<b>15,000</b>	<b>20,000</b>
						<i>Related parties</i>		<i>5,000</i>	<i>7,500</i>	<i>10,000</i>
						<i>Third parties</i>		<i>5,000</i>	<i>7,500</i>	<i>10,000</i>
<b>League Dues</b>		<b>1,000</b>	<b>1,000</b>	<b>1,000</b>		<b>FA</b>		<b>31,000</b>	<b>31,000</b>	<b>31,000</b>
						<i>Funding</i>	12)	<i>30,000</i>	<i>30,000</i>	<i>30,000</i>
						<i>Prize Money</i>		<i>1,000</i>	<i>1,000</i>	<i>1,000</i>
<b>Other</b>		<b>1,000</b>	<b>1,500</b>	<b>2,000</b>		<b>Other</b>		<b>1,000</b>	<b>1,500</b>	<b>2,000</b>
<b>Total Admin</b>		<b>27,000</b>	<b>32,500</b>	<b>38,500</b>		<b>Total Admin</b>		<b>67,000</b>	<b>83,000</b>	<b>99,000</b>
<b>TOTAL EXPENSES</b>		<b>71,000</b>	<b>85,000</b>	<b>99,500</b>		<b>TOTAL INCOME</b>		<b>72,000</b>	<b>90,000</b>	<b>108,000</b>
						<b>Profit / Deficit</b>		<b>1,000</b>	<b>5,000</b>	<b>8,500</b>

### 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 WSL2 club. Actual figures might differ from those stated above.
- b) 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).
- c) Clubs should aim for a profit in order to become self-sustaining
- d) 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) Anticipated costs for training ground/stadium are circa £10k. The CDF contribution in 2014 and 2015 is £10k. Higher costs are expected to be covered through ViK contribution. This is based on 2 training and gym sessions per week, 9 league and 3 cup home games.
- 2) Kit provided by Clothing Ltd; amount is anticipated to be at least partly ViK contribution.
- 3) This includes payments for team, assistant and goalkeeping coach. Further costs are budgeted for a doctor, chartered physiotherapist, medical and physio equipment. CDF contribution is £5k in 2014 and 2015.
- 4) 20 registered players; we anticipate a small number of semi-professional contracted/salaried players, others non-contract, expenses only.
- 5) Away game travel (9 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 £1,000.
- 7) Salaries paid to staff such as General/Business Development Manager, Match Promotion/Marketing Officer. CDF foresees a total contribution of £10k in 2014 and 2015 with an additional £5k per annum in match-funding.
- 8) Sponsorship and merchandise revenue is anticipated to increase over time and to generate cash inflow.
- 9) 2014, 2016 and 2018 attendances of 250, 350 and 450 x 12 games (9 league, 3 cup); Average ticket price of £3.00, £3.50 and £4.00; complimentary ticket rate of 50%, 45% and 40%.
- 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'.