CLUB'S NAME GOES HERE

# GROW YOUR WAY

1★ CLUB DEVELOPMENT PLAN

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# 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 five important areas:

- Why you exist
- Planning your season
- Shaping your budget
- Running your club
- Marketing your club

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: <u>The Leagues and Clubs YouTube Hub.</u>



#### SEASON PLANNER

## WHY WE EXIST

Use this planner to set goals and create tasks to complete which will help you understand your clubs vision, and what its purpose is. **Tip:** Visit our <u>England Football League and Club Hub</u> on YouTube for ideas and insights to help you develop a vision and mission for your club.



Objective	Timescale	Who is responsible?	Cost	When will you review this?

#### YOUR SEASON PLANNER

Use this planner to set the goals and tasks you need to complete for a positive season on and off the pitch. Think about what needs to happen both monthly and weekly. **Tip:** Visit our <u>England Football League and Club Hub</u> on YouTube for ideas and insights to help you plan ahead for a successful season.



Objective	Timescale	Who is responsible?	Cost	When will you review this?

Use this planner to set the goals and tasks you need to complete for a clear plan for your club budget and finances.



#### YOUR BUDGET PLANNER

**Tip:** Visit our <u>England Football League and Club Hub</u> on YouTube for ideas and insights to help you with your club finances.

Objective	Timescale	Who is responsible?	Cost	When will you review this?
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# **BUDGET OVERVIEW**

To download a Club budgeting template please click <u>here.</u>

Season	Cost (£)
Total Projected Income	
Total Projected Expenditure	
Annual Balance	



### **CLUB OPERATIONS** PLANNER

Use this planner to set goals and the tasks you need to complete to build your volunteer team. It can also be used to identify key responsibilities for those who are already playing their part in your club. **Tip:** Visit our <u>England Football League and Club Hub</u> on YouTube for ideas and insights to help you make the most of the people at your club.



at your club.

Objective	Timescale	Who is responsible?	Cost	When will you review this?

# **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	
SECDETADY	
SECRETARY	
WELFARE OFFICER	
WELFARE OFFICER	

### 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 <u>England Football League and Club Hub</u> 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?
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## **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