

# Early Warning System

A Clubs guide to a sustainable future



# Agenda

- 1** What is the Early Warning System?
- 2** Key warning signs for clubs & leagues to look out for
- 3** Solutions & best practice

# What is the Early Warning System?

- The Early Warning System (EWS) is a guide for leagues & clubs to assess early signs that a team may be struggling and potentially at risk of folding.
- Research from previous seasons has highlighted key reasons for teams folding. Within this pack, key warning signs are highlighted with solutions of how your club can implement new tactics to support you with a sustainable future.
- **Survive. Revive. Thrive.**

# Assessing warning signs

- Team/ Club financial trouble
- Struggling for player engagement
- Poor disciplinary record
- Volunteers, coaching and heavy defeats
- Struggling with administration & team organisation

# Finance





# Assess your finance

## Early warning signs

- The team/ club are regularly late with payments.
- There are a large amount of outstanding payments.
- The players are regularly late with payments.
- Players have left with bills outstanding.
- Club funds are on the decline.



# Assess your finance

## Solutions

- Set up a club bank account and use payment trackers to keep on top of club finance. Utilise the HFA Balance sheet to create a financial plan for the season.
- Control costs - Check that registrations & match fee's are leaving a surplus.
- If a player leaves/ teams fold with bills outstanding, the County can set up a 'Football Debt Recovery' process, suspending players until they have covered their share of the debt.
- Consider a club card machine to make taking payments on matchday & training easier. Sumup card readers are an affordable option to consider.

# Methods to raise funds

- **Solutions:**

- **Player registration & membership fees are the primary source of income for the majority of grassroots clubs.**

- **Fundraising events such as summer tournaments, charity matches, raffles and auctions.**

- **Seek grants and funding opportunities where available.**

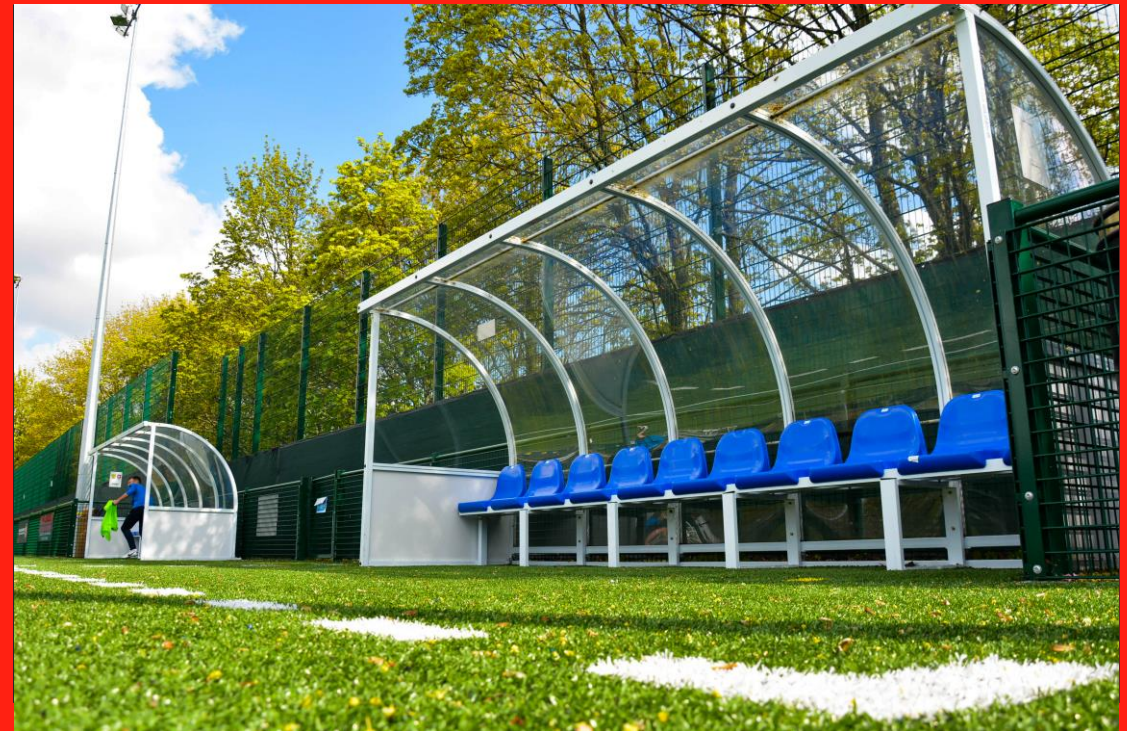




# Club Sponsorship

## Guidance & Solution

- Building partnerships with local organisations & businesses to raise funds, attract sponsors and raise club visibility in the community.
- Sponsorships from local business are an important way to keep your club sustainable and grow club funds.
- Hampshire FA can support your club in partnering with local business. Contact [Isabella.Pearson@HampshireFA.com](mailto:Isabella.Pearson@HampshireFA.com) for a free sponsorship consultation or information on free upcoming sponsorship workshops.



# Poor Disciplinary Record

- There are clear indicators that teams with a poor disciplinary record may eventually leading to folding.
- It can lead to a club struggling with finance and suggest the club culture may need to be reviewed.
- Assess the teams behaviour and discipline record. Make a clear effort to change club culture and eradicate bookings for dissent.
- Becoming an England Football Accredited club or simply creating club development plan can help you shape your club for the future. Click [here](#) for a development plan template.





# Player Engagement



# Player Engagement

## EWS Signs

Lack of player engagement is a key reason for teams folding at grass roots level.

Early Warning signs:

- Lack of engagement for training
- Player availability
- Matches cancelled due to lack of availability
- Small pool of players
- Heavy defeats





# Player Engagement

## EWS Solutions

- The Hampshire FA noticeboard is a great tool to advertise for new players & coaches to join your team. Most local leagues will have community pages which provide valuable support.
- Head over to the England Football Learning and find resources for different, fun sessions. Improve the standard and keeps things fresh! Link below:
- Sessions | England Football Learning
- Utilise the England Football Accreditation programme and link an adult club with a local youth club to ensure a progression of player pathway to be filtered into your first team and inherit teams to grow as a club.
- Reach out to Hampshire FA staff. New players often reach out to us looking for clubs. If you make us aware you are actively looking for players, we can support and send additional players through when they come.



# Player Engagement & Coach support

## EWS Solutions

- There are lots of free opportunities for coaches to gain a better understanding of the game and improve the team.
- Improving the coaching can strengthen your team, engage existing players and prevent heavy defeats!
  
- Click on the links below for:
  - Free Coaching courses
  - Free session plans
  - Free Coaching CPD events



# Heavy defeats

- Regular heavy defeats are a red flag for the likelihood of a team folding.
- It is important to be honest with your league regarding your teams standard at the start of the season.
- Arranging early friendlies against teams from different divisions in your league is a good way to assess your current level.
- If your team eventually folds due to heavy defeats, there are affiliated small sided leagues available to join around the county to 'steady the ship' in preparation for future seasons.





# Club Administration





# Club Admin - Overload

- Club Secretaries, Team managers and club volunteers work extremely hard to complete the administration and run grassroots clubs.
- It is important for clubs to try to share the workload of club administration, whether that is with individuals from within the club or advertising to bring people in.
- Ask for support from the County FA and your league if you are struggling.



# County Contacts to further support your club

## Support with Club administration and FA systems

- [Jon.Fancy@HampshireFA.com](mailto:Jon.Fancy@HampshireFA.com)
- [Cai.Povey@HampshireFA.com](mailto:Cai.Povey@HampshireFA.com)

## Support with club development in the Male & Female pathway

- [Kel.Crook@HampshireFA.com](mailto:Kel.Crook@HampshireFA.com)
- [Hannah.Humphreys@HampshireFA.com](mailto:Hannah.Humphreys@HampshireFA.com)

## Support with club accreditation

- [Max.Humphreys@HampshireFA.com](mailto:Max.Humphreys@HampshireFA.com)

## Support with improving coaching and finding CPD events

- [Jake.Ashton@HampshireFA.com](mailto:Jake.Ashton@HampshireFA.com)

## Support with club sponsorship

- [Isabella.Pearson@HampshireFA.com](mailto:Isabella.Pearson@HampshireFA.com)

