

BEST PRACTICE EXAMPLES

GROW YOUR WAY

1★ CLUB DEVELOPMENT PLAN

YYYY - YYYY



ACCREDITED
PART OF ENGLAND FOOTBALL

SEASON PLANNER

WHY WE EXIST

Use this planner to set goals and create tasks to complete which will help you understand your club's vision, and what its purpose is.

Tip: Visit our [England Football League and Club Hub](#) 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?
To provide the opportunity for all to participate in grassroots football.	2023/2024 Season	Club Committee	Annual Club Running Costs	Quarterly
Enhance the quality of coaching to fulfill our club's vision of developing well-rounded players on and off the field.	2023/2024 Season	Club Committee	Development Fund Budget Annual £1000	Quarterly
Improve our facilities to provide a safe and enjoyable environment for players, aligning with our vision of offering high-quality grassroots football.	2023-2025	Facilities Manager and Committee	Fundraising efforts and local sponsorships	Annually
Establish a clear player pathway to ensure every player has opportunities to progress within the club, in line with our vision of supporting long-term player development.	Ongoing starting from 2023	Lead Phase Coaches and Club Committee	Training resources & mentorship programs Annual £250	Annually
Enhance communication channels to effectively engage and inform our members, aligning with our vision of fostering a strong sense of community and club identity. Creating a newsletter for this season.	2023-2024	Communications/Social Media Officer	Volunteer assistance and low-cost website hosting Annual £240	Quarterly

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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 [England Football League and Club Hub](#) 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?
Provide regular training sessions and matches for all teams throughout the season to promote player development and enjoyment.	Weekly	Coaching Staff and Managers	Club subs/operational expenses Annual - £2000	Ongoing monitoring of training attendance and match participation
Maintain and improve the condition of the playing surfaces to ensure safe and suitable playing conditions.	Weekly	Groundskeeping team	Maintenance equipment, materials, and contracted services if needed Annual - £1500	Regular inspections before training sessions and matches
Enhance communication with parents and players by regularly updating them on club activities, team announcements, and important information.	Weekly/Monthly	Communications officer	Communication tools (emails, newsletters, etc.), possibly digital platforms or mailing services	Monitor communication effectiveness and gather feedback throughout the season
Promote fair play and sportsmanship by educating players, coaches, and parents about the club's code of conduct and values.	Monthly and weekly throughout the season	Club committee and coaching staff	Printing or digital distribution of code of conduct materials Annual £50	Evaluate adherence to the code of conduct and address any issues as they arise
Encourage player involvement in the wider community by organising 3 charitable events or participation in local initiatives. Based in 3 locations around the area.	Monthly and weekly throughout the season	Community engagement officer or designated club representative	Event-specific expenses (if applicable) and volunteer coordination Annual £350	Assess impact and community response after each event, review overall participation at the end of the season
Monitor and assess player progress throughout the season through regular evaluations and feedback sessions.	Monthly and weekly throughout the season	Coaching staff and player development coordinator	Assessment materials, evaluation tools, and resources for feedback sessions	Analyse player development trends periodically, conduct formal evaluations at key points during the season

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YOUR BUDGET PLANNER

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

Tip: Visit our [England Football League and Club Hub](#) on YouTube for ideas and insights to help you with your club finances.



Objective	Timescale	Who is responsible?	Cost	When will you review this?
Secure adequate funding to support club operations and initiatives throughout the season. Initiatives around Respect & Inclusion.	Annually, for the upcoming season	Club treasurer and committee	Budget allocation for various expenses (e.g., facilities, equipment, coaching, administration)	Regularly monitor income and expenses, conduct a comprehensive review at the end of the season
Increase revenue through fundraising activities and sponsorship partnerships. A Social event or tournament fundraising activity throughout this season.	Ongoing throughout the season	Fundraising coordinator and sponsorship manager	Minimal expenses for fundraising events and marketing materials	Track fundraising progress regularly, evaluate sponsorship partnerships at the end of the season
Manage expenses by prioritising cost-effective options for equipment, uniforms, and other club supplies	Annually, before the start of the season	Equipment manager and procurement officer	Research and compare prices, negotiate deals, and consider sponsorships	Regularly monitor expenses and assess cost-saving measures throughout the season
Invest in coach education and development to enhance the quality of coaching. Making sure some coaches are being mentored.	Annually, based on the availability of coaching courses	Coach development coordinator and committee	Budget allocation for coaching courses, workshops, and resources. Annual - £1000	Assess the impact of coach development initiatives at the end of the season
Plan for future investments and long-term sustainability by creating a reserve fund.	Annually, ongoing for future seasons	Club treasurer and committee	Allocate a portion of the budget for the reserve fund Annual - £250	Regularly monitor the reserve fund and review its adequacy at the end of each season

BUDGET OVERVIEW



To download a Club budgeting template please click [here](#).

Season	Cost (£)
Total Projected Income	£8000
Total Projected Expenditure	£6740
Annual Balance	£1260

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 [England Football League and Club Hub](#) on YouTube for ideas and insights to help you make the most of the people at your club.



Objective	Timescale	Who is responsible?	Cost	When will you review this?
Recruit and retain volunteers to support club operations and activities.	Ongoing throughout the season	Volunteer coordinator and club committee	Minimal expenses for volunteer recruitment materials and appreciation events	Regularly assess volunteer numbers, roles, and satisfaction
Establish clear roles and responsibilities for key positions within the club.	Annually, before the start of the season	Club committee and relevant position holders	No direct cost, but may require time and resources for role definition and handover	Annually, prior to the new season or when there are changes in key positions
Provide ongoing support and training for volunteers to enhance their skills and confidence. At Least 3 volunteers being developed.	Ongoing throughout the season	Volunteer coordinator, club committee, and relevant trainers	Training materials, workshop expenses, and recognition initiatives	Regularly assess volunteer training needs and effectiveness of support measures

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



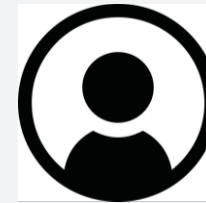
Tony - Club Chair in charge of the direction and running of the club.

Head Coach



Dave – Head Coach U8 to U16

Community Officer



Harriett – Community Officer & Outreach

SECRETARY



Becca – Secretary & Admin.

Groundsperson



Kevin - Groundsman

Development Officer



Aidey – Development Officer & Projects

WELFARE OFFICER



Mark – Lead Welfare Officer

Fundraising Officer



Jackie – Fundraising and Events

Communications Officer



Nicko – Communications Officer & Social Media

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?
Increase awareness of the club within the local community and attract new players. 3 Initiatives throughout the season.	Ongoing throughout the season	Marketing coordinator and club committee	Marketing materials (flyers, banners, etc.), online advertising, and community event participation Annual £100	Regularly assess the effectiveness of marketing efforts and track new player registrations
Improve communication with existing members to enhance engagement and retention.	Ongoing throughout the season	Communications officer, club committee, and team managers	Communication tools (website, email platform, social media), possibly digital platforms or mailing services	Regularly evaluate communication channels and gather feedback from members
Develop partnerships with local businesses and organisations to secure sponsorships and mutually beneficial collaborations.	Annually, throughout the season	Sponsorship coordinator and club committee	Time and resources for sponsor outreach, collaboration negotiations, and sponsor recognition initiatives	Regularly assess sponsor partnerships and evaluate sponsorship impact

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](#)