CLUB’S NAME GOES HERE

YYYY - YYYY



Use this planner to set goals and tasks you need to complete to form the club identity.

**Tip:** Visit our [England Football League and Club Hub](https://www.youtube.com/c/thegrassrootsfootballhub) on YouTube for ideas to help you develop a vision and mission for your club.   
Visit our [England Football Learning Bootroom](https://thebootroom.thefa.com/) website for ideas to help you develop your football philosophy.

***SEASON PLANNER***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Area** | **Objective/ Aims** | **How will you achieve this?** | **Timescale** | **Who is responsible?** | **Cost** | **When will you review this?** |
| New players |  |  |  |  |  |  |
| Facilities |  |  |  |  |  |  |
| Sponsorship |  |  |  |  |  |  |
| Qualifications and First Aid |  |  |  |  |  |  |
| Vision for club |  |  |  |  |  |  |
| Committee Growth |  |  |  |  |  |  |



***PLAN AND CHALLENGES***

***WHAT ARE YOUR 3 BIGGEST CHALLENGES AROUND RUNNING THE CLUB?***

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***HOW TO ADDRESS THESE CHALLENGES***

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***VALUES LEADING TO THIS VISION***

***DO YOU REQUIRE ANY SPECIFIC SUPPORT FROM THE KENT FA?***

***CLUB 2-YEAR VISION***

***CLUB VALUES***

***Club Values***

How do your values shape the environment and experiences during training, before game and during a game? Do you differentiate between your football offering and the players you interact with? i.e. recreational players/ competitive players, male/ female/ disability, different age groups.

Below are some factors that we believe contribute to the environment. Please consider each factor and fill in each section reflecting the values of your club.

***CLUB VALUES***

* Please list 4-5 values that you embed into your club’s coaches, players and spectators.

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***HOW DOES YOUR CLUB SUPPORT YOUR COACHES DEVELOPMENT?***

-

***TRAINING VALUES***

* How do you ensure training is engaging and supportive of the players growth?



***SPECTATORS, ENVIRONMENT AND RESPECT***

***ACCESSIBILITY AND SIGNAGE***

***COACHES BEHAVIOUR***

***TOILETS AND FACILITIES***

***SIDELINE BEHAVIOUR***

***EXPERIENCE***

How does your club ensure that football is played in a positive environment?



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Club contact details** | | | | |
| **Club Name** |  | | | |
| **Home Ground Address** |  | | **Postcode** |  |
| **Telephone** |  | | | |
| **First Aider / Helper Information** | | | | |
| **Name** |  | | **Mobile number** |  |
| **For queries about this EAP** |  | | | |
| **See relevant coach for First Aider on day of match** |  | | | |
| **First Aid Equipment and Facilities** | | | | |
| **Item** | | **Location** | | |
| **Defibrillator** | |  | | |
| **Stretcher** | |  | | |
| **First Aid Room** | |  | | |

|  |  |
| --- | --- |
| **Access routes** | |
| **For Ambulance** |  |
| **From Pitch to Ambulance** |  |
| **Where could an Air Ambulance land?** |  |

|  |  |
| --- | --- |
| **Other Information** | |
| **Nearest A&E / Trauma Hospital** |  |
| **Fastest Route to A&E / Trauma Hospital** |  |
| **Distance and Journey time** |  |
| **Nearest Walk-in Centre** |  |
| **Alternative Trauma Hospital** |  |
| **Who is responsible for the First Aid kit on match days?** |  |



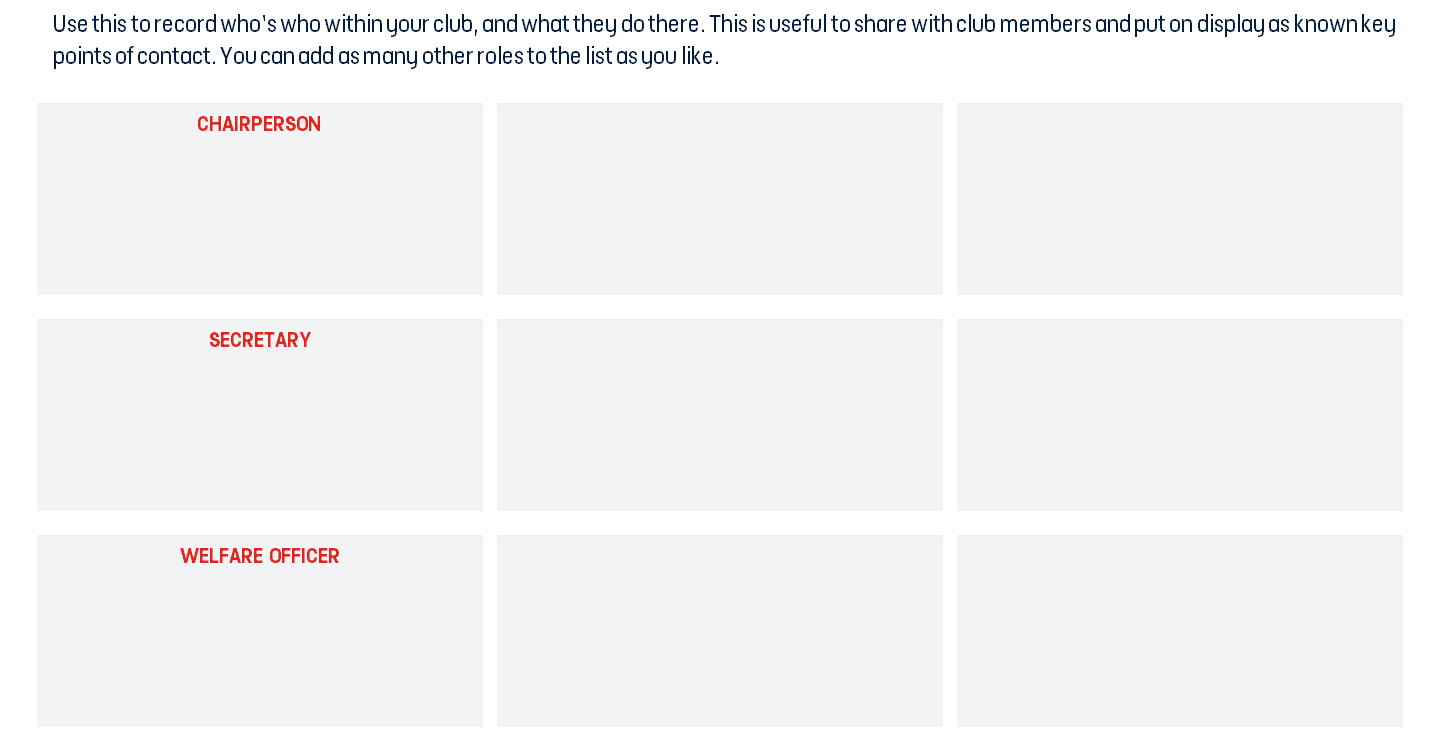
|  |  |  |  |
| --- | --- | --- | --- |
| **Weekly Club / Team Accounts Sheet (This can be sent to team managers to consider their individual teams finances)** | | | |
| **Club** |  | | |
| **Team** |  | | |
| **Income** | | **Expenditure** | |
| **Subs** |  | **Pitch Hire** |  |
| **Raffle** |  | **Referee Fees** |  |
|  |  | **Washing** |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **Total Income** |  | **Total Expenditure** |  |



|  |  |  |  |
| --- | --- | --- | --- |
| **Annual Accounts Sheet (Use this sheet to forecast annual finances)** | | | |
| **Club** |  | | |
| **Year** |  | | |
| **Income** | | **Expenditure** | |
| **Sponsorship** |  | **Affiliation** |  |
| **Subs** |  | **Pitch Hire** |  |
| **Donations** |  | **Training Hire** |  |
| **Grants** |  | **Referee Fees** |  |
| **Trips** |  | **Washing** |  |
| **Events** |  | **Fines** |  |
|  |  | **Equipment** |  |
|  |  | **Events** |  |
|  |  |  |  |
|  |  |  |  |
| **Total Income** |  | **Total Expenditure** |  |
|  | | | |
| **Opening Balance** |  | **Who collects match subs?**  **-**  **Who pays the referee?**  **-**  **Who hires the pitch?** | |
| **+ Surplus / Deficit** |  |
| **Total / Closing Balance** |  |







**TREASURER**

Name:

Role:

Name:

Role:

Name:

Role:

**\*Enter Role\***

Name:

Role:

Name:

Role:

Name:

Role:

Name:

Role:

Name:

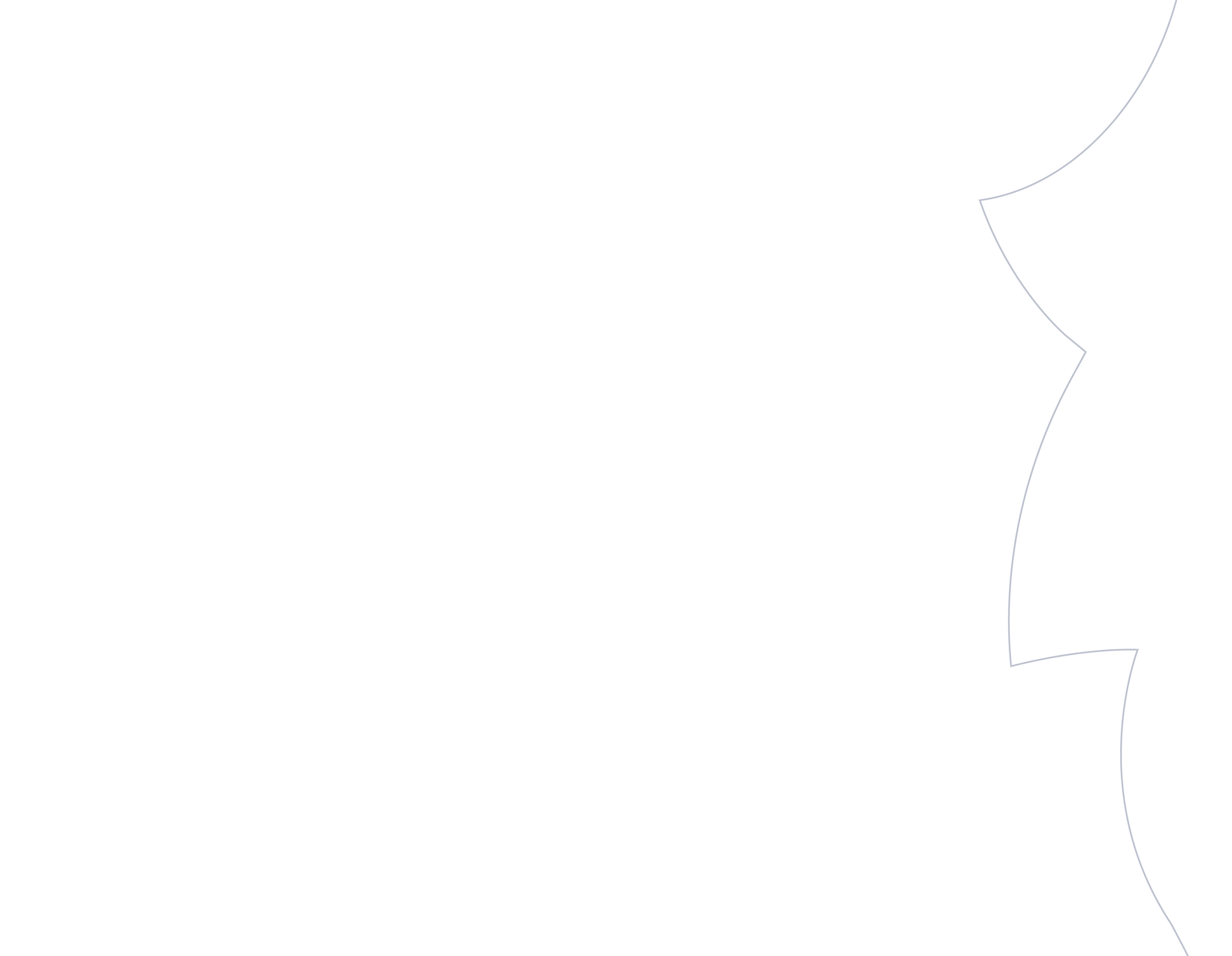
Role:

Name:

Role:







***TOP TIPS***

*Clubs that utilise social media effectively are more likely to attract players, volunteers and even sponsors.*

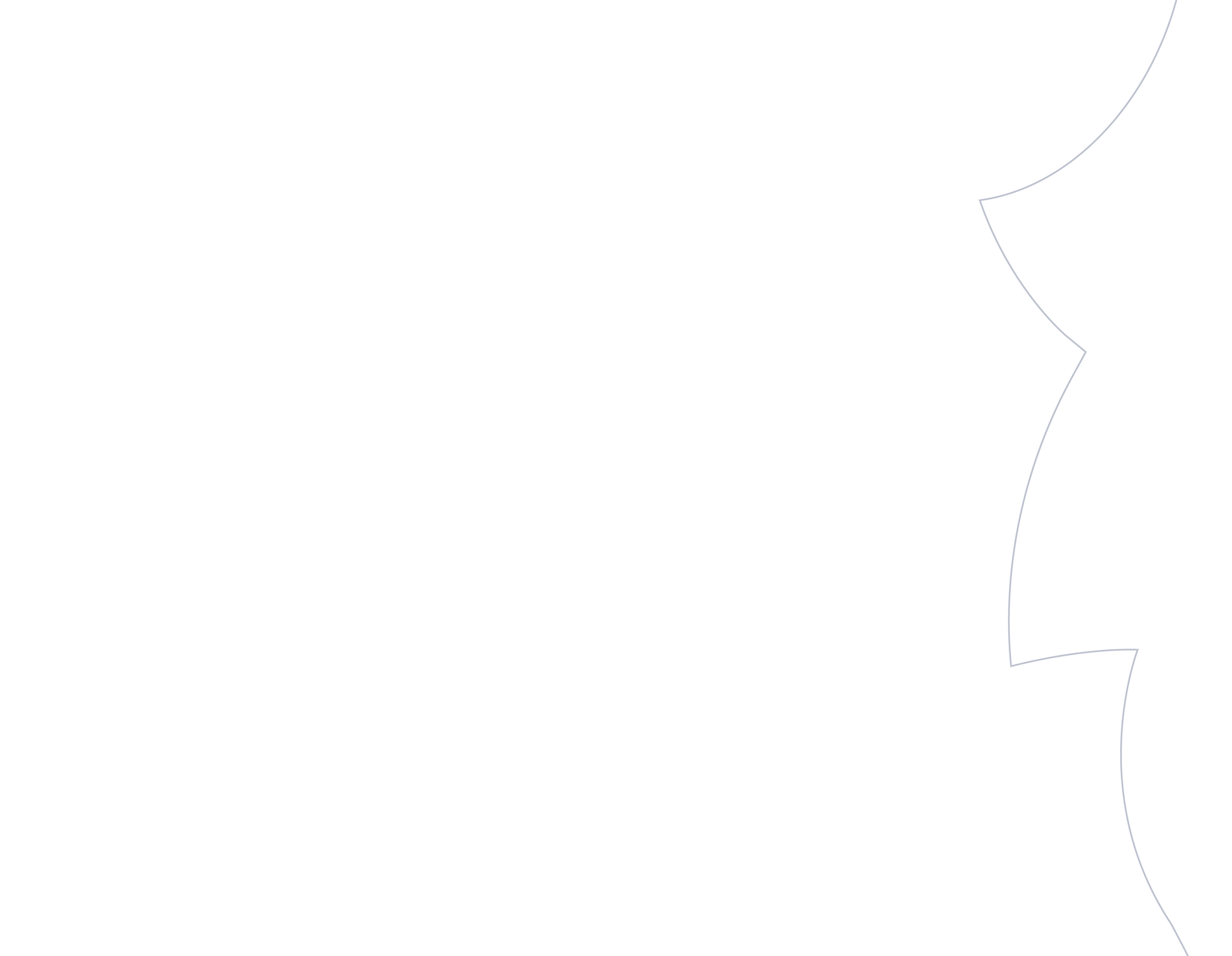
* Frequency – consider if you are posting on a match day/ what time you are posting.
* Language – positive, not confrontational
* Content – Engaging, creative, previews/ reviews, videos (e.g. goals/ interviews)
* Videos and pictures – Variety, engaging, creative, previews/ reviews, videos (e.g. goals/ interviews)
* Check if anyone in the club has expertise in this area and can take on this duty.

Which Social Medias do your club use?

What will you post about?

How often will you post?

Do you have any social media commitments to a sponsor?



 **Resources** [England Football – Leagues & Clubs](https://www.englandfootball.com/run/leagues-and-clubs) [England Football Accreditation](https://www.englandfootball.com/run/leagues-and-clubs/england-football-accreditation)

**Club Learning Opportunities** [YouTube - The League and Club Hub](https://www.youtube.com/c/thegrassrootsfootballhub) [The Grassroots Football Hub Events](https://englandfootballgrassrootshub.co.uk/events) [England Football Learning Bootroom](https://thebootroom.thefa.com/)

Perfect match (Create adverts for players/ volunteers) -<https://www.kentfa.com/about/the-perfect-match>

Kent FA Development Team email – [development@kentfa.com](mailto:development@kentfa.com)

Kent FA number -

01622 791850

**Club Resources**

[Club Structures Guide](https://the-fa.com/clubstructuresguide)

[Contact details for County FAs](https://www.englandfootball.com/explore/county-football-associations)

**Other Grassroots Support**

[Football Foundation](https://footballfoundation.org.uk/)

[Football Foundation – Local Plans](https://footballfoundation.org.uk/local-plans)

[Sport England](https://www.sportengland.org/)

Logo, icon

Description automatically generated[Sport England – Funding](https://www.sportengland.org/how-we-can-help/our-funds)