

CLUB'S NAME GOES HERE

# ***GROW YOUR WAY***

2★★ AND 3★★★ CLUB DEVELOPMENT PLAN

YYYY - YYYY



**ACCREDITED**  
PART OF ENGLAND FOOTBALL

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 six important areas:**

- Identity
- Governance
- Football Development
- Finance
- Facilities
- Marketing & Communications

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: [The Leagues and Clubs YouTube Hub](#).



**Top Tips:** Visit our [England Football League and Club Hub](#) on YouTube for helpful ideas and insights.  
Visit our [England Football Learning](#) website for ideas to help you develop your football philosophy.  
Also, take a look at our [Club Structures Guide](#) created in partnership with Muckle LLP.

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# ***IDENTITY***

Identity matters. It says everything about your club: what it stands for, and how it behaves both on and off the pitch.

The club's visual identity (it's badge, colours etc.) should convey this identity.

# ***YOUR JOURNEY SO FAR***



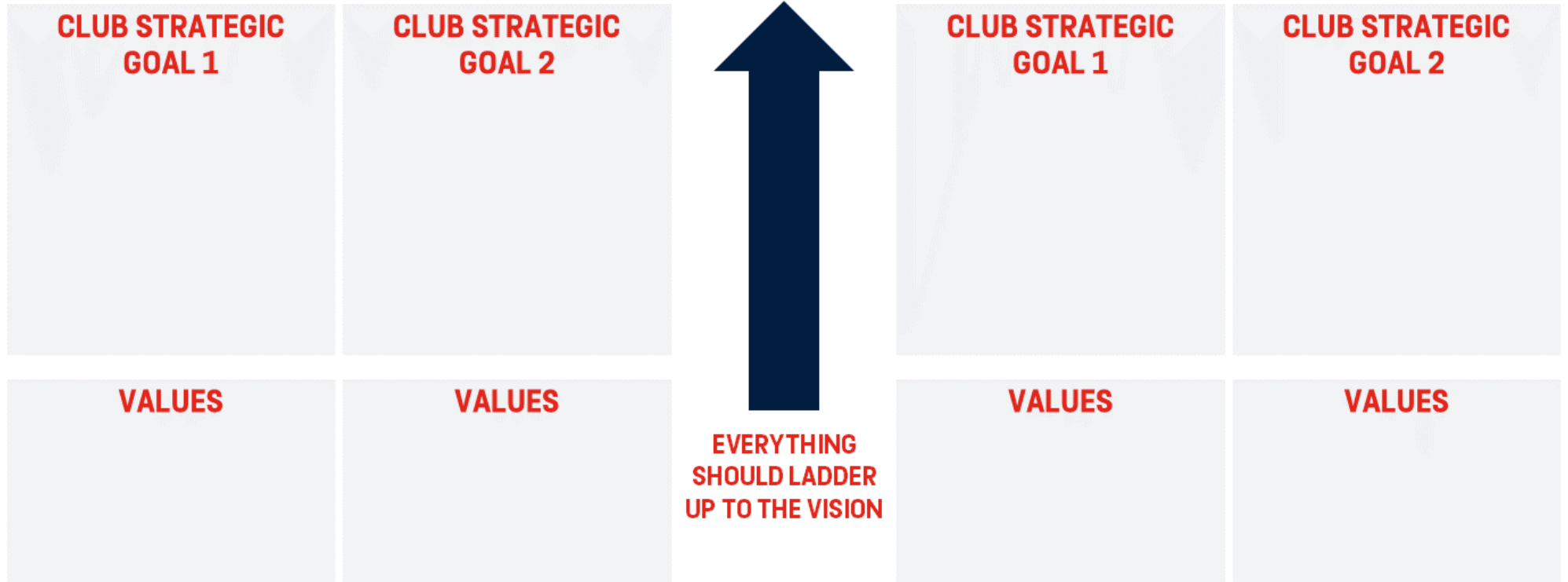
**ACHIEVEMENTS**

**HISTORY**

**MILESTONES**

**AMBITIONS FOR THE FUTURE**

# ***A CLUB WITH VISION***



# ***DEVELOPING YOUR BRAND***



## **THINK**

What do you want people to think of when they think about your club?

## **FEEL**

What do you want people to feel when they interact with your club?

## **DO**

How do you want people to interact with your club?





# ***GOVERNANCE***

Governance is all about the systems, policies and procedures that you put into action to ensure your club always operates in the best possible way.

# ***CLUB STRUCTURE***



# ***RISK MANAGEMENT***



Use this template to help your committee make the best decisions about the future of your club.

**STRENGTHS**

**WEAKNESSES**

**OPPORTUNITIES**

**THREATS**

# ***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**

## **SECRETARY**

## **WELFARE OFFICER**

# ***ROLES AND RESPONSIBILITIES***






# ***FOOTBALL DEVELOPMENT***

Football Development is the way in which a club grows its on-pitch activities across the club. Football Development activities cover performance and participation and include all formats of the game – as well as the growth and training of all matchday staff.

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ADD IN SEASON HERE



# COACH CPD PLANNER

**TOP TIP:** Speak with your local County FA to find out what education and learning opportunities there are for coaches and volunteers within your club or contact your local volunteering organisation.

Month (by start of season)	Details
September	
October	
November	
December	
January	
February	
March	
April	
May	



# ***FINANCE***

Income, expenditure, cashflow, turnover and forecasting. These are just five aspects of financial management that every club must manage effectively to operate healthily, and to ensure the club can grow.

# ***BUDGET OVERVIEW***



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

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

## Annual Accounts Sheet



Club			
Year			
Income		Expenditure	
Sponsorship		Affiliation	
Subs		Pitch Hire	
Donations		Training Hire	
Grants		Referee Fees	
Trips		Washing	
		Fines	
Total Income		Total Expenditure	

Opening Balance	
+ Surplus / Deficit	
Total / Closing Balance	

# SPONSORSHIP PLANNING

[illegible]



# ***FACILITIES***

Your club facilities are all the physical elements of your club – e.g. clubhouses, changing rooms, offices, pitches, floodlights – and all aspects of your stadium and grounds. Depending on your club's ambitions, you may need to source funding for any facilities projects you have in mind.

# EMERGENCY ACTION PLAN



Club contact details			
Club Name			
Club 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	
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	

# TEAM FACILITY PLAN

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# ***MARKETING AND COMMUNICATIONS***

**Marketing and Communications are focused on two things:**

1. Generating positive awareness of your club and what it offers
2. Actively encouraging people to join or take part in activities your club provides

# ***SOCIAL MEDIA ENGAGEMENT***



Social media is a great way to talk to your existing club members and to attract new members of your community.

But before you type anything, think about who your target audience is. Are you trying to talk to potential players? Maybe you're trying to attract new volunteers? Or simply promoting your facilities for hire? Whatever the motive, it's good to have a plan to make sure you talk to each audience in a way that suits them.

To download a social media planner template, [click here](#)

Remember: consistency is key, so once you've decided which social media platforms your club will use, try to be consistent with the way you talk and how often you post.

Try using hashtags that you can track and review the success of over time.

# COMMUNICATIONS PLAN

Throughout the season your club should actively connect with your local community. Whether it's through personal contact, matchdays, training events or through email and social media, your club should be seen as a hive of activity.

To help your club be on the front foot in planning and promoting positive news stories and also in recruiting the next generation of participants and volunteers from your community, we've developed a communications template for you, which you can [download here](#).



# ***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](#)