

LONDON FA FC

# ***GROW YOUR WAY***

2★★ AND 3★★★★ CLUB DEVELOPMENT PLAN

2022-2023



**ACCREDITED**  
PART OF ENGLAND FOOTBALL

LONDON FA FC

# ***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\*](#).



# STRATEGIC PLANNER

Use this planner to set goals and tasks you need to complete. These may focus on tasks to form the club identity, create a successful structure, ensure you have the right people in the right roles, develop effective financial planning, and to identify and secure the required facilities for your club.

**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.

Objective	How will you achieve this?	Timescale	Who is responsible?	Cost	When will you review this?
Complete all planning for season ahead e.g. pitch bookings, coach hiring, squad membership fee etc.	2 months	The club committee	£2000	Annually	End of season
Affiliate with the London FA and complete our player registration.	2 weeks	The club committee	£100	Annually	End of season
Create a coaching syllabus for the season and update weekly if required.	Full season	The club committee	£0	Weekly	End of season
Create monthly social calendar for players and parents/ other half's.	Full season	The club committee	£0	Monthly	End of season
Book all courses in Safeguarding, Coaching and Medical that are required or due to expire.	Full season	The club committee	£100 – £300	Annually and Monthly	End of season
Begin advertising the club for the season ahead.	Full season	The club committee	£50 -100 on paid promotion via social media	Weekly and Daily if necessary	End of season



# ***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**

Club of the Year 2000

London FA Cup Winners 2002

## **HISTORY**

Started in 1991

Joined xx League in 2000

Purchased venue in 2005

## **MILESTONES**

Secured a Club House

Grown to 10 teams

Purchased new goals

Received funding grant from FA

## **AMBITIONS FOR THE FUTURE**

We would like to grow a high quality and sustainable male, female and disability pathway in full and achieve 3 star accreditation.

# A CLUB WITH VISION



**Vision: We are grassroots, We are Inclusive, We are London FA**

## **CLUB STRATEGIC GOAL 1**

Increase Participation

We would like to create a youth side, starting with an U18s Male squad. This would begin our development of a full male pathway.

## **CLUB STRATEGIC GOAL 2**

Upskill Coaches

We will ensure all coaches hold the qualifications required for England Football Accreditation. We will ensure they are always compliant and offer additional CPD, when possible.



## **CLUB STRATEGIC GOAL 1**

Achieve player pathways

Through the introduction of a male team, we will begin development a pathway that allows us to maintain 2 stars.

## **CLUB STRATEGIC GOAL 2**

Educate parents and carers

Ensure all parents/carers attend a full induction evening. Ensure they all complete the Safeguarding Awareness course for Parents/Carers

## **VALUES**

Growth

## **VALUES**

Support all staff

**EVERYTHING  
SHOULD LADDER  
UP TO THE VISION**

## **VALUES**

Growth

## **VALUES**

Safeguarding All

**Mission: Ensure everyone has equal opportunities to develop and grow**

# ***DEVELOPING YOUR BRAND***



## **THINK**

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

Well established, long standing club with excellent sportsmanship and friendly coaches/volunteers

## **FEEL**

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

They want to feel appreciated and supported, We want everyone to enjoy their time with LONDON FA FC.

## **DO**

How do you want people to interact with your club?

We would like to be treated with fairness and kindness, on and off the pitch.



# ***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.

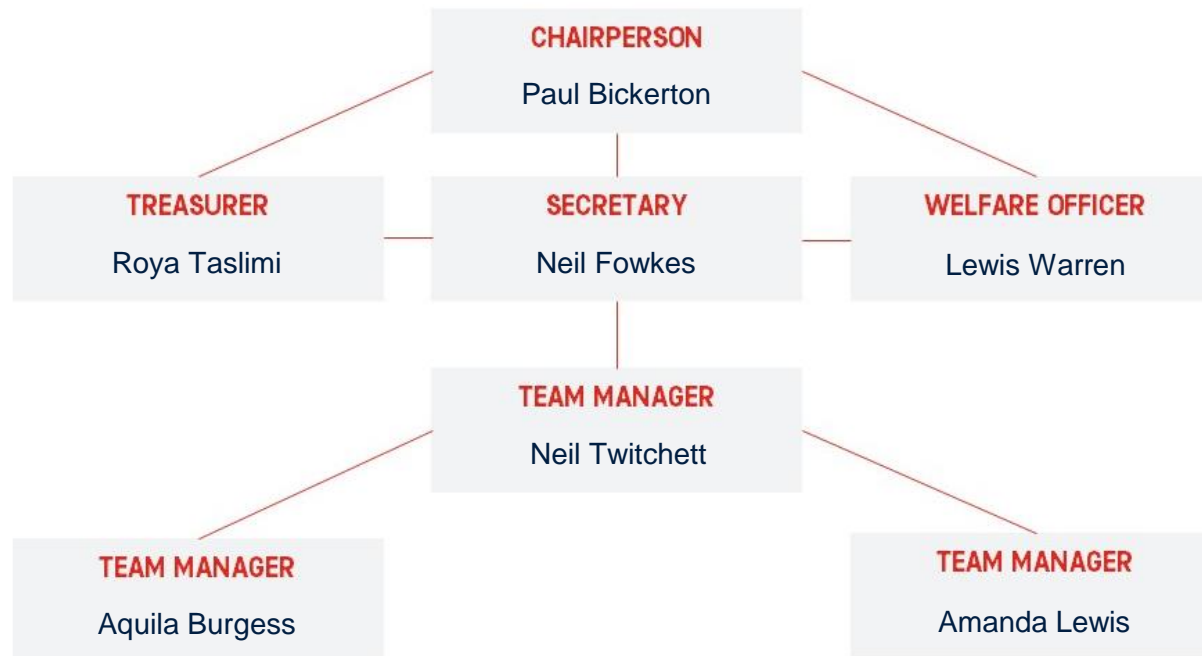


# EXAMPLE CLUB STRUCTURE



This is an example of a basic club structure.

What roles are you missing? And are there any roles missing from this structure that are important to your club? Identifying those roles, and identifying the right people to fill them, means your club will be run more effectively and efficiently – and more successfully.



# ***RISK MANAGEMENT***



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

## **STRENGTHS**

- Large workforce
- Access to important data
- Large participation

## **WEAKNESSES**

- Funding
- Facilities

## **OPPORTUNITIES**

- Growth of social media
- Opportunity to start Wildcats, Squad & Just Play
- Begin a youth side

## **THREATS**

- Lack of facilities
- Financial Risk
- Losing volunteers

# 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



London FA

Overall oversight, chairs board meeting, chief club representative, bank payment authorisation

## TREASURER



London FA

Responsible for bank accounts, budgeting, debt collection, preparation of annual accounts

## CLUB DEVELOPMENT OFFICER



London FA

Responsible for growing and developing the clubs through FA Programmes, initiatives, funding and sponsorship

## SECRETARY



London FA

Club contact, arranges fixtures, head of administrative tasks, Pitch Organisation

## TEAM MANAGER



London FA

Squad Selection, Team Selection, Football direction, Footballing Strategy, Runs training, Match-day discipline



London FA

## WELFARE OFFICER



London FA

To promote a safeguarding children policy, anti-bullying policy and equality policy, responsible for recruitment processes including the taking up of references and submitting FA DBS checks (getting the right people into the game).

## SPONSORSHIP MANAGER



London FA

Responsible for Sponsorship procurement, Kit design/production, Social Media, Brand development, Match Videos, Coordinate PR with Secretary



London FA



# ***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.

# TEAM AND OPPORTUNITY GROWTH PLANNER



Age group or area i.e team or fun football	Male or Female or Disability	Number of teams/ offer (currently)	Projected number of teams or offer (1-3 years)	Coaches and Volunteers	Long-term development aims	League(s)
<b>EXAMPLE:</b> Adult football	Female Male Disability	None 1x Open Age 1x Veterans None	1x Open Age 2x Open Age 1x Veterans Just Play session	1x Coach 1 Coach 2x Volunteers	National League National League Team creation	County League County League N/A
Adult Football	Male	1	3	1 x coach	Grassroots	County League
Adult Football	Female	1	3	2 x coach	Grassroots	County League
Adult Football	Disability	1	2	2 x coach	Grassroots	County League

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	All clubs join the London FA Coach Membership
October	Complete all Safeguarding for Children Course
November	-
December	Winter Break
January	-
February	London FA REAP Clubs & Leagues Training
March	Coach CPD event
April	-
May	Seasonal Planning



# ***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	£11,000
Total Projected Expenditure	£10,000
Annual Balance	£1,000



## Annual Accounts Sheet

<b>Club</b>	LONDON FA FC			
<b>Year</b>	2021-2022			
<b>Income</b>		<b>Expenditure</b>		
<b>Sponsorship</b>	£2000	<b>Affiliation</b>	£500	
<b>Subs</b>	£2000	<b>Pitch Hire</b>	£2500	
<b>Donations</b>	£2000	<b>Coaches</b>	£2000	
<b>Grants</b>	£2000	<b>Referee Fees</b>	£2000	
<b>Trips</b>	£2000	<b>Washing</b>	£1000	
		<b>Fines</b>	£1000	
<b>Total Income</b>	<b>£10,000</b>	<b>Total Expenditure</b>	<b>£9000</b>	

<b>Opening Balance</b>	<b>£10,000</b>
<b>+ Surplus / Deficit</b>	<b>£1000</b>
<b>Total / Closing Balance</b>	<b>£1000</b>

# SPONSORSHIP PLANNING



Age group	Sponsor Partner	Amount and duration	Sponsor contact	Tactic to keep them updated	Renewal	Other commitments
<i>EXAMPLE: Adult male 1<sup>st</sup> team</i>	<i>Golden Lion – sponsoring the shirt</i>	<i>£500 per season for two seasons</i>	<i>Name Email</i>	<i>Monthly email, email newsletter</i>	<i>Due June 2023 Approach April 2023</i>	<i>Shout out on Twitter 1x month</i>
Adult Female 1 <sup>st</sup> team	Starbucks – sponsoring shirt	£10000 per season for 5 seasons	John Doe John.doe@starbucks.com	Monthly meeting	Due August 2027	Photos on social media each week
Adult Male 1 <sup>st</sup> team	Boots– sponsoring shirt	£ 5000 per season for 5 seasons	John Doe John.doe@Boots.com	Monthly meeting	Due August 2027	Photos on social media each week
Adult Disability 1 <sup>st</sup> team	Tk Maxx– sponsoring shirt	£ 10000 per season for 5 seasons	John Doe John.doe@TKMA XX.com	Monthly meeting	Due August 2027	Photos on social media each week



# ***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	LONDON FA FC		
Club Address	Unit 11, Hurlingham Business Park, Sullivan Rd, London	Postcode	SW6 3DU
Telephone	07500600700		
First Aider / Helper Information			
Name	Niamh Coyle	Mobile number	07500600700
For queries about this EAP	Email Niamh.coyle@londonfa.com		
See relevant coach for First Aider on day of match	Niamh Coyle		
First Aid Equipment and Facilities			
Item	Location		
Defibrillator	Yes		
Stretcher	Yes		
First Aid Room	Yes		

Access routes	
For Ambulance	Via large gate
From Pitch to Ambulance	Yes

Other Information	
Nearest A&E / Trauma Hospital	Chelsea & Westminster Hospital
Fastest Route to A&E / Trauma Hospital	Via ambulance
Distance and Journey time	9 minutes, 1.9 miles
Nearest Walk-in Centre	Chelsea & Westminster Hospital
Alternative Trauma Hospital	Charing Cross Hospital

# TEAM FACILITY PLAN



Team name / age group	Facility name / Details	Day, time and duration	Matchday or training session?	Who is responsible for bookings?	Frequency of hire / length of booking	Cost
<b>EXAMPLE:</b> U11s Wildcats	Foredyke Primary 9v9 pitch	Sundays 10.30am 60mins	Matchday	Joe Bloggs	Season, bi-weekly	£800-£1000
Adult Female 1 <sup>st</sup> team	Market Road 11v11 pitch	Mondays 11am	Matchday	The club committee	Season	£1000
Adult Male 1 <sup>st</sup> team	Market Road 11v11 pitch	Mondays 12pm	Matchday	The club committee	Season	£1000
Adult Disability 1 <sup>st</sup> team	Market Road 11v11 pitch	Mondays 1pm	Matchday	The club committee	Season	£1000



# ***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](#)