


Every club has different objectives and a different approach to planning for the future. The below provides some tips and ideas you could include in your club development plan and get you and your club thinking about what's next. You can pull this together on Word, PowerPoint or whatever works best for you. Points more for 2/3 star clubs are in a 

## Understanding your Club

As a starting point, have a think about what makes your club unique, why it exists and what you want to achieve (as well as what you have already achieved!). The below may help.

- Mission Statement** or overall purpose of the club: Why do you exist and what are you aiming for
- Values of your club:** These could be development, building a community, equal playing time, inclusion, winning, or any values that are important to your club.
- Achievements:** Write down any key achievements or milestones you have already reached – it's easy to forget what you have already achieved.



- SWOT Analysis:** List all your clubs, strengths, weaknesses, opportunities and threats. This will help with your planning: how can you make use of your strengths and opportunities and overcome or limit your weaknesses and threats

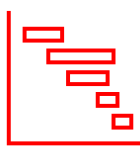
Strengths (Internal)	Weaknesses (Internal)
Opportunities (External)	Threats (External)

- Club structure:** Taking a look at your current club structure and roles/responsibilities can be useful in identifying any gaps or volunteers who might have too much on their plate

## Club Timeline/Calendar

Now you've got some objectives and targets in place, you can start plotting the key dates and events for your club. Your timeline can be for the season ahead or more long-term; its up to you!

- We suggest recording key parts of the season including: affiliation, accreditation, first matches, awards nights, fundraising activities, AGMs and coach meetings, Nominating volunteers for awards
- Are there CPD dates for your coaches to aid their development and keep them refreshed
- You may have milestones like club anniversaries, volunteer anniversaries or starting new teams



- Longer term you might need to think about pitches and teams progressing to larger pitches (or finding space for your new teams!) – when and where will you need to start booking those facilities

Teams	Year 1	Year 2	Year 3
Male	10	12	14
Female	0	1	2



- Some clubs find it useful to organise their marketing and social media posts around the season as well: When will you need to start recruiting players for the new season, is January a good time to promote the club when people are looking to try something new or get fit, are there any religious holidays your members observe etc.

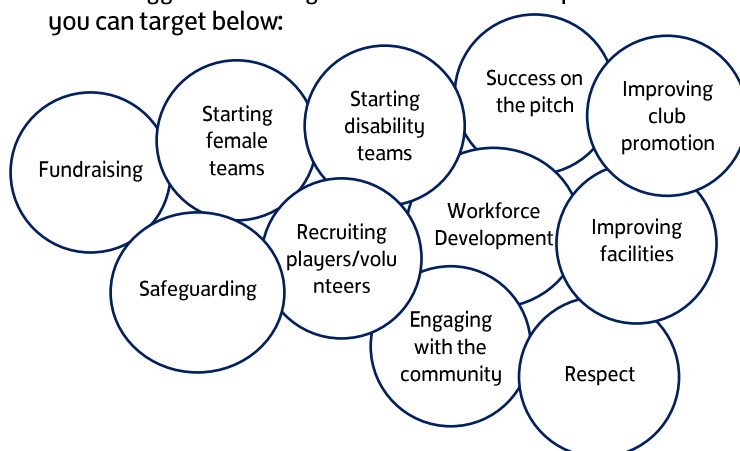
## Ambitions and Objectives

Now you should be in a place to identify some future objectives and goals for your club. Make a plan outlining these ambitions and how you will look to achieve them.

- You can consider who will be responsible, and a timeline for each goal.

Objective:	How to achieve	Who is responsible	When by	Cost

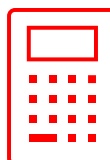
- Think about how you will track progress and measure success. A club development plan should be a working document, and not just forgotten about after completing!
- We've suggested some goals or areas of development you can target below:



## Budget and Finance

As a sustainable club, it's important to consider the money that comes in and out of your club. As part of your development plan, a brief examination of your income and expenditure can help budget for the season or years ahead.

- Income:** Based on your accounts or estimates, how much money will your club turnover. This can include subs, sponsorship, fundraising, refreshments or hiring out facilities
- Expenditure:** Kit, equipment, utilities, maintenance, insurance, referees all cost money. Thinking about your expected and unexpected costs will help you prepare and plan ahead.
- Sponsorship:** are any sponsorship deals due to end, are you promoting your sponsors enough so that they want to renew, are there sponsorship opportunities you are not yet utilising – have a think and make some plans



Don't Forget – Manchester FA are here to help. If you need assistance with your plan please contact [support@manchesterfa.com](mailto:support@manchesterfa.com)