

Wiltshire FA FC

GROW YOUR WAY

1★ CLUB DEVELOPMENT PLAN

2022 - 2023



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 five important areas:

- Why you exist
- Planning your season
- Shaping your budget
- Running your club
- Marketing your club

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](#).

SEASON PLANNER

WHY WE EXIST

Use this planner to set goals and create tasks to complete which will help you understand your clubs 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 opportunity for all to participate in grassroots football	2022-2023 Season	The Club Committee	Annual Club running costs	Quarterly
To allow the local community to socialise via football	2022-2023 Season	The Club Committee	None	Weekly
To keep players fit and healthy	2022-2023 Season	The Club Committee	None	Monthly
To improve the mental health of our players through exercise	2022-2023 Season	The Club Committee	None	Weekly
To offer equal opportunities to play football for male, female, non-binary and disability groups	2022-2023 Season	The Club Committee	None	Weekly
To assist our coaches and players in gaining FA Coaching, medical safeguarding or referee qualifications.	2022-2023 Season	The Club Committee	Professional development budget	Monthly

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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?
Complete all planning for the season ahead such as pitch bookings, coach recruitment, squad membership fee etc.	2 months	The Club Committee	£2000	Annually
Affiliate with Wiltshire FA and complete our player registration.	2 weeks	The Club Committee	£100	Annually
Create a coaching syllabus for the season and update weekly if required.	Full season	The Club Committee	£0	Weekly
Create a monthly social calendar for players and parents/ careers.	Full season	The Club Committee	£0	Monthly
Book all courses in for Safeguarding, Coaching and Medical that are required and due to expire.	Full season	The Club Committee	£100 - £300	Annually and Monthly
Begin to advertise the club for the season ahead.	Full season	The Club Committee	£50 - £100 on paid promo via social media	Weekly and daily if necessary

2022 - 2023

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?
Buy new kit for all teams	1 season	The Club Committee	£3000	Yearly
Pay all coaches	1 season	The Club Committee	£4000	Monthly
Ensure all coaches have access to club funding for qualifications	1 season	The Club Committee	£1000	Quarterly
Hire a new upgraded facility	1 season	The Club Committee	£2000	Weekly

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

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?
Complete all planning for the season ahead for example pitch bookings, coach hiring, squad membership fees etc.	2 months	The club committee	£2000	Annually
Affiliate with Wiltshire FA and complete our player registration.	2 weeks	Club secretary	£100	Annually
Create a coaching syllabus for the season and update weekly if required.	Full season	Coaches	£0	Weekly
Create a monthly social calendar for players and parents/ careers.	Full season	Club	£0	Monthly
Book all courses in for Safeguarding, Coaching and Medical that are required and due to expire.	Full season	Club development officer	£100 - £300	Annually and monthly
Begin to advertise the club for the season ahead.	Start in August 2022	The club committee	£50 - £100 paid promotion via social media	Weekly and daily if necessary

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



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

TREASURER



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

CLUB DEVELOPMENT OFFICER



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

SECRETARY



Club contact, arranges fixtures, head of administrative tasks, pitch organisation

TEAM MANAGER



Squad selection, team selection, football direction, footballing strategy, runs training, match day discipline



WELFARE OFFICER



To promote a safeguarding children policy, anti bullying policy and equality policy, responsible for safer recruitment processes

SPONSORSHIP MANAGER



Responsible for sponsorship procurement, kit design/ production, social media, brand development, match videos, coordinate PR with secretary



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?
Open Instagram account	1 day	The club development officer	£0	Monthly
Boost posts through paid advertisements	1 season	The club development officer	£50-£100	Monthly
Contact local newspapers for exposure	1 season	The club development officer	£0	Monthly
Enter all WFA football competitions	Ongoing	The club development officer	£0	Monthly
Contact local county FA to get involved with initiatives	Ongoing	The club development officer	£0	Monthly

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](#)