

The FA Charter Standard Development Club Plan

Example – Club Vision



The first stage of Football Development Planning is to understand exactly what you hope to achieve. Ask yourself and others what you would like your project to do.

Your project may address a specific problem or have a more general aim such as increasing participation opportunities. Complete the table below to focus your ideas into a clearly defined vision, something that will inspire the people around you.

Your Vision

The overall vision of the club is to provide quality, safe opportunities for young people of all ages in our community

Provide a safe and positive alternative place to go other than playing on the streets.

TIPS:

Develop a shared vision that is representative of the full club, not just one person! By involving as many people as you can in your organisation you can establish a 'shared vision' that is representative of your members and clearly identifies your purpose.

Your vision can now be broken down into objectives.

TIPS: Look at the development of your club over the last year(s) to establish the realistic development of new teams for your club.

Example - Club Development Table

	Current Year Season 2006/7			Year 1			Year 2			Year 3		
No of Teams	6			9			13			15		
	Boys	Girls	Disability	Boys	Girls	Disability	Boys	Girls	Disability	Boys	Girls	Disability
Age Groups	U8	U10		U8	U10		U8,U8	U10		U8, U8	U10	
	U9			U9	U12		U9	U12		U9, U9	U12	
	U10			U10			U10	U14		U10	U14	
	U12			U11			U11			U11		
	U13			U12			U12			U12		
				U13			U13			U13		
				U14			U14			U14		
							U15			U15		
							U16			U16		
										U17		

Example – Team Development

TIPS: From your club development table provide more detail in how you are to create opportunities for your teams

Aim

- ▶ To provide all age groups with competitive opportunities to play football.

Achievement Targets

- All Mini Soccer teams in local mini soccer leagues
- All Junior teams in the local youth league
- Run 1 annual mini soccer tournament
- Be a central venue host to local mini soccer league

Your Plan

Objective (What needs to be done?)	Tactic (How do you intend to achieve your objective?)	Achievement Target (What will be achieved?)	Responsibility	Timescale (When will you complete your objective?)	Finance (How much is it going to cost?)
To provide competitive opportunities for all mini soccer	Enter all teams in the soccer stars mini soccer league	All teams entered into league	Secretary	All teams in appropriate leagues in line with club development table	£25 affiliation per team
To provide competitive opportunities for all 11 a-side	Enter all teams in soccer stars youth league	All teams entered into league	Secretary	All teams in appropriate leagues in line with club development table	£40 affiliation per team
To run an annual mini soccer tournament	To invite all local clubs to participate	Annual mini soccer tournament delivered	Club Committee	Annually from Year 1	Tournament will cover its own costs and make profit for the club
To be a central venue host for local mini soccer league	Agreement reached with local league	Venue used as a central venue site	Secretary	Annually from Year 1	£300 income received from league through pitch hire ad snack shop income

Example – Workforce Development

TIPS: To recruit volunteers you can advertise in local community centres, schools and other community based centres for coaches and also football volunteers.

Aim

- ▶ To develop and retain a qualified team to deliver the football development plan

Achievement Targets

- 9 Qualified coaches completed Level 1
- 1 Qualified coach completed Level 2
- 1 Qualified referee
- 5 volunteers completed First Aid for Sport
- All coaches members of local Coaches Association

Your Plan

Objective (What needs to be done?)	Tactic (How do you intend to achieve your objective?)	Achievement Target (What will be achieved?)	Responsibility	Timescale (When will you complete your objective?)	Finance (How much is it going to cost?)
All coaches to be qualified to Level 1 (min 1 per team)	To access courses through Local County FA	9 Coaches Level 1	Secretary Existing team coaches to support	All existing coaches to attain Level I 3 coaches in Year 1 4 coaches in Year 2 2 coaches in Year 3	Level 1 £100 per new person: Yr 1 £300 Yr 2 £400 Yr 3 £200
To develop 1 new Level II coach	Offer opportunities for people to access Level II Courses with Local County FA	1 Level II	Secretary Support from existing coaches County FA	1 Level 2 Coach - identified coach in year 1 - attend level II course in Year 2 - portfolio completed Year 2 - final assessment and achievement Year 3	Level II £250
To provide coaches with ongoing opportunities to develop	Join the County Coaches Association	Full club / all coaches to apply	Secretary / Coaches County FA	All existing coaches join Year 1 Attend 2 in-service training sessions per year	£10 joining fee per coach
To ensure coaches and managers are trained to treat player injuries	Coaches to attend First Aid for Sport Courses (1 per team)	All Coaches qualified & Managers	Secretary Coaches Managers County FA	All existing coaches in Year 1 and as part of their Level I 3 managers in Year 2 2 managers in Year 3	Coaches as part of their level I Year 1 – no cost (included in Level I) Year 2 – 3 * £25 Year 3 – 2 * £25
Train one referee from the club	Identify individual to attend Attend County FA referee course	1 qualified referee	Secretary County FA	Identification in Year 1 Attend course in Year 2 Qualify in Year 2 Progress up levels Year 3	£50 referee course

TIPS: See TheFA.com/grassroots to develop an understanding of current FA Education initiatives or contact your local Football Development Officer for further information.

Example – School Club Links

Aim

▶ To develop a strong relationship with local schools to support the recruitment of young players in to the club.

Achievement Targets

- 1 feeder school to achieve FA Charter Standard
- Develop good school club link with local feeder schools
- Organise annual schools tournament to recruit new players
- Positive relationship with local schools
- Provide opportunity for young leaders to support club activities
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Your Plan					
Objective (What needs to be done?)	Tactic (How do you intend to achieve your objective?)	Achievement Target (What will be achieved?)	Responsibility (who will make sure this is achieved)	Timescale (When will you complete your objective?)	Finance (How much is it going to cost?)
Establish relationship with local school	Contact school Identify PE Co-ordinator	Agreement to promote club activities / coaching at school	Team Coaches / managers	Establish contact – Year 1 Meet PE Co-ordinator to create positive relationship	
School to achieve FA Charter Standard.	School to request a Charter Standard Application Form from the County FA	School achieves FA Charter Standard.	PE Co-ordinator FDO County FA	Year 1	£0
Deliver a football festival to all cluster primary schools	Promote and circulate details to all schools Work with PE Co-ordinators to assist in organising	1 festival delivered per year.	PE Co-ordinators School Sport Coordinators Coaches Managers	Year 1 5 schools Year 2 8 schools Year 3 12 schools	£100 promotional material
Support young leaders from local schools	Provide tasks for young leaders to develop club e.g. marketing website design	Marketing material produced website designed	Secondary School Head of PE Young leaders Committee	Yr 1 Establish links with secondary school Yr 1 Identify any club requirements Yr 2 provide opportunities for young leaders Yr 3 promotion material & website designed	Year 3 Hosting of website £300

Example – Communication & Marketing

TIPS: Promoting success does not just mean winning the league. It could be achieving FA Charter Standard status or profiling a dedicated volunteer. By promoting your success you are also recognising the good work done by volunteers as well as increasing your profile in the community. The FA sometimes run promotion campaigns on various football development topics. Keep in touch with your local County FA Development Team regarding these.

Aim

- ▶ To actively promote and market all football opportunities available.

Achievement Targets

- Maximum number of players in all squads
- Apply for County FA Charter Standard Awards
- New volunteers recruited in line with the development of new teams
- Website Developed
- 1 annual awards night per year
- Minimum of 4 press releases per year

Your Plan

Objective (What needs to be done?)	Tactic (How do you intend to achieve your objective?)	Achievement Target (What will be achieved?)	Responsibility	Timescale (When will you complete your objective?)	Finance (How much is it going to cost?)
To increase the awareness of football playing opportunities in the local community	To actively promote the playing opportunities through posters in local community centres, schools and other community venues	Maximum squad number in all squads	Team Manager / Club Committee Young leaders from local secondary schools	Year 1 and ongoing each year	£50 each year for posters
To recruit new volunteers	Promote opportunities through word of mouth, posters, leaflets and local media	Roles and responsibilities identified Volunteer numbers increased in line with the increase of new teams	Club Secretary Committee	Year 2 and ongoing	£100 posters and leaflets each year
Seek recognition of good football development work and recognise the role of club volunteers	To apply for County FA Charter Standard Awards	Make application on annual basis	Club Secretary Committee	Year 2 and ongoing	£0
To advertise success	To run an annual awards night and issue ongoing press releases to local media	1 annual award night and minimum of 4 press releases	Club Secretary / Team Manager / Club Committee	Year 2 and ongoing	£200
Increase the general awareness of the club	Develop a website to promote football club	Website developed and maintained	Website Manager Young leaders	Year 2 and ongoing	£300