

The FA Charter Standard Community Club Development 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
<p>The overall vision of the club is to provide quality, safe opportunities for young people of all ages in our community</p> <p>Provide a safe and positive alternative place to go other than playing on the streets.</p> <p>Help people realise their potential, develop personal skill and confidence.</p>

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	11			13			16			19		
	Boys	Girls	Disability	Boys	Girls	Disability	Boys	Girls	Disability	Boys	Girls	Disability
Age Groups	U8,U8	U10		U8,U8	U10		U8,U8	U10	U16	U8, U8	U10	U16
	U9,U9			U9,U9	U12		U9, U9	U12		U9, U9	U12	Senior
	U10			U10,U10			U10,U10	U14		U10, U10	U14	
	U11			U11			U11			U11	U16	
	U12			U12			U12			U12		
	U13			U13			U13			U13		
	Senior			U14			U14			U14		
				Senior			U15			U15		
							Senior			U16		
										Senior		

TIPS: If you need information and advice on local leagues you can contact your local County FA. More information on futsal can be found at www.thefa.com

Example – Team Development

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
- 1 Senior disability team in Regional Ability Counts League
- Be a central venue host to local mini soccer league
- 1 junior disability team in Regional Ability Counts 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 provide competitive junior football for people with disabilities	Enter team into Regional Ability Counts League	1 team will be entered	Secretary	Year 2 U16	2 coaches on Coaching Disabled Footballers course 2*£35 = £70
To provide competitive senior football opportunities for people with disabilities	Enter team into Regional Ability Counts League	1 team will be entered	Secretary	Year 3 Adult	2 coaches on Coaching Disabled Footballers course 2*£35 = £70
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	£3000 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

- 20 Qualified coaches completed Level 1
- 5 Qualified coaches completed Level 2
- 10 Qualified referees
- 1 qualified coach completed Level 3
- 10 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 (2 per team)	To access courses through Local County FA	20 new coaches Level 1	Secretary / Volunteer Co-ordinator	All existing coaches Year 1 – 8 coaches 8 Year 2 4 Year 3	Level 1 £100 per new person Year 1 £800 Year 2 £800 Year 3 £400
To develop 1 new Level 2 coach each year	Offer opportunities for people to access Level 2 Courses with Local County FA	1 Level 2 coach per year	Secretary / Volunteer Co-ordinator	1 Level 2 Coach - Year 1 2 Level 2 Coaches - Year 2 3 Level 2 Coaches - Year 3	Year 1 £250 Year 2 £250 Year 3 £250
To develop 1 Level 3 coach	Offer opportunities for people to access Level 3 Courses with Local County FA	1 Level 3 coach	Secretary / Volunteer Co-ordinator	Year 2 1 Level 3 coach to attend course Year 3 qualified Level 3 coach	£250 for Level 3 course
To provide coaches with ongoing opportunities to develop	Join the County Coaches Association	Full club / all coaches to apply	Secretary / Volunteer Co-ordinator	All existing 20 coaches Year 1 8 new coaches Year 2 4 new coaches Year 3	£10 membership per coach Year 1 20*£10 = £200 Year 2 28*£10 = £280 Year 3 32*£10 = £320
To ensure coaches are trained to treat player injuries	Coaches to attend First Aid for Sport Courses (1 per team)	All 10 Coaches qualified	Secretary / Volunteer Co-ordinator	4 Year 1 4 Year 2 2 Year 3	Year 1 4*£25 = £100 Year 2 4*£25 = £100 Year 3 2*£25 = £50
Train one referee from the club per year	Identify individuals to attend Attend County FA referee course	3 qualified referees	Secretary County FA	Year 1 qualified referee Year 2 1 qualified referee Year 3 1 qualified referee	Year 1 £50 referee course Year 2 £50 referee course 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

- 3 feeder schools 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
- 3 year groups offered coaching - boys and girls

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	
3 feeder Primary Schools to achieve FA Charter Standard.	To work with all P.E Coordinators / Primary Link Teachers.	3 Primary Schools achieved FA Charter Standard.	School Sports Coordinator FDO County FA	Year 1 Charter Standard School Year 2 1 Charter Standard School Year 3 1 Charter Standard School	£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
To offer coaching of football to 3 year groups for boys and girls.	Football coaching to be delivered by coaches for years 6, 7, 8 for boys and girls.	3 year groups offered coaching football – boys and girls	PE Staff FDO County FA	Year 1 – year 6 primary Year 2 – year 6 primary, yr 7 secondary Year 3 – year 6 primary, yrs 7&8 secondary	£0

Example – Links with Girls’/Women’s Football

TIPS: County FA and County Sports Partnerships often offer support to establish girls and women’s football through development officers. Contact your County FA development team for more details

Aim

- ▶ To develop opportunities for women and girls of all ages to play football

Achievement Targets

- 4 girls teams
- U10,U12,U14,U16
- 6 female level 1 coaches
- 1 female level 2 coach

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?)
Develop girls teams at U10, U12, U14, U16	To work with County FA and County Sports Partnership to access support to deliver 3Lions courses in local schools for girls (to generate interest) Advertise in Local paper	Girls team established at U10, U12, U14, U16	Youth co-ordinator / girls football co-ordinator	U12 – Year 1 U14 – Year 2 U16 – Year 3	Cost per year per team: Strips and equipment £500 Facilities (grass & winter training (£500) Affiliation (County FA & League) £150 First Aid Kit £50
Ensure that females are encouraged into volunteering and coaching roles	Actively encourage females to be officially involved with the club	5 female level 1 coaches	Secretary / girls football co-ordinator	Year 1 - 1 female coach level 1 Year 2 - 2 female coaches level 1 Year 3 - 2 female coaches level 1	Level 1 £100 per person Year 1 1*£100 = £100 Year 2 2*£100 = £200 Year 3 2*£100 = £200
Qualify a Level 2 female coach	Support the development of female coaches as role models	1 female level 2 coach	Secretary / girls football co-ordinator	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 2 coach £250

Example – Disability

TIPS: You can contact your local Day Care Centres and Special Schools to promote the opportunities for people with disabilities in your organisation.

Aim

- ▶ To ensure that football opportunities are inclusive for people with disabilities

Achievement Targets

- 4 coaches trained through Coaching Disabled Footballers course
- 1 Junior disability team
- 1 Senior disability team

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 supported to work with people with disabilities	Organise / attend Coaching Disabled Footballers course with County FA	4 Coaches attended Coaching Disabled Footballers Course	Secretary / Volunteer Co-ordinator County FA	2 Coaches Year 1 2 Coaches Year 2	Coaching Disabled Footballers course Year 1 2*£50 = £100 Year 2 2*£50 = £100
To establish a junior disability team	To work with local Special School to generate interest	1 junior team developed	Secretary Lead Coach FDO County FA	Year 2 U16	Cost per year per team: Strips and equipment £500 Facilities (grass & winter training (£200) Affiliation (County FA & League) £50 First Aid Kit £50
To establish a senior disability team	To work with local Day Care Centres to establish a new team for Local Ability Counts Competition. To advertise for players in Special Schools	1 Senior team	Secretary Lead Coach FDO County FA	Year 3 – adult	Cost per year per team: Strips and equipment £500 Facilities (grass & winter training (£200) Affiliation (County FA & League) £20 First Aid Kit £50
To increase number of people with disabilities playing mainstream football	To advertise for players in Special Schools To have an inclusive policy regarding participation	Advertise in Special Schools Have an inclusive club policy	Club Committee Club Committee	Year 2 Year 2	£50 promotional material

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
- Number of new volunteers attracted is in line with 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	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	Year 2 and ongoing	£100 posters and leaflets each year
Seek recognition of good football development work and recognise important role of club volunteers	To apply for County FA Charter Standard Awards	Make application on annual basis	Club Secretary	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 football club	Develop a website to promote football club	Website developed and maintained	Website Manager	Year 2 and ongoing	£300