GROW YOUR WAY

1★ 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 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 the 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 to all 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 refereeing qualifications.	2022-2023 Season	The club committee	Professional Development budget	Monthly

2022-23

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 season ahead e.g. pitch bookings, coach hiring, squad membership fee etc.	3 months	The club committee	Varied	Annually
Affiliate with the London FA and complete our player registration.	Varied	The club committee	Varied	Annually
Create a coaching syllabus for the season and update weekly if required.	Full season	The club committee	Fixed	Weekly
Create monthly social calendar for players and parents/ other half's.	Full season	The club committee	Fixed	Monthly
Book all courses in Safeguarding for Children Certificate, Introduction to First Aid in Football Certificate and Introduction to Coaching Football (I2CF) that are required or due to expire.	Full season	The club committee	Varied	Annually and Monthly
Begin advertising the club for the season ahead.	Full season	The club committee	Varied	Weekly and Daily if necessary
Renew England Football Accreditation	Nov- April	The club committee	Varied	Annually

2022-23

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.
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Objective	Timescale	Who is responsible?	Cost	When will you review this?
Ensure you complete all discipline administration throughout the season	Full season	The club committee	Varied	Weekly
Ensure all DBSs are valid.	Full season	The club committee	Varied	Annually

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

OPEN-AGE ADULT CLUB WELFARE OFFICER

To promote a safeguarding adults 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).

WELFARE OFFICER

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).

TEAM SECRETARY

Responsible for all administrative tasks directly related to the team they manage.

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	**No cost**	Monthly
Boost posts through paid advertisements	1 season	The Club development officer	Varied	Monthly
Contact local newspapers for exposure	1 season	The Club development officer	No cost	Monthly
Enter all LFA./Football competitions	Ongoing	The Club development officer	Varied	Monthly
Contact local county FA to get involved with initiatives	Ongoing	The Club development officer	No cost	Monthly

BUDGET OVERVIEW

To download a Club budgeting template please click here.

Things to Consider…..	• All potential costs, this could include affiliation fees, league fees, facilities, equipment, kit, coaching costs and transport costs. • Your required income for club sustainability • What costs are for participants? • What costs are for the club? • Allow room in your budget for unexpected costs • Funding and Grants available to your club
Things to Action….	• Have a club bank account • Creating policies and procedures around handling finances within the club • Appoint a designated Treasurer • Use FA Budgeting templates (see above) • Check finances weekly, monthly and annually where possible • Produce an annual financial report for your club AGM

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