

The FA Football Development Programme

## FOOTBALL DEVELOPMENT PLAN FOR AN FA CHARTER STANDARD DEVELOPMENT CLUB



CHARTER STANDARD CLUB

Stanway Villa FC

Development Plan

Seasons 20 15 / 16 to 20 18 / 19

The Management Committee use this document to oversee the progression of the club in making advances across all aspects of running a boy's football club.

Action plan items over 3 year cycle highlighted as green, complete, orange in progress and uncoloured still to be started



## YOUR VISION

To provide quality football opportunities for young people of all ages in our community  
 To provide a safe and positive environment for children to develop and have fun  
  
 To improve the performance of players, coaches and volunteers within the club  
  
 Maintain a sound club administration and financial set up to support football activities  
 Create team ethics recognising the needs of players to enjoy all aspects of a football club

## CLUB DEVELOPMENT TABLE

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. By selecting one vision, you add focus and clarity.

**Remember to complete the season date and identify the number of teams for each season.**

	Current season 2015 / 16			Year 1 2016 / 17			Year 2 2017 / 18			Year 3 2018 / 19		
No. of teams	<b>29</b>			<b>28</b>			<b>27</b>			<b>30</b>		
	Male	Female	Disability	Male	Female	Disability	Male	Female	Disability	Male	Female	Disability
	U18 U16 U15 U14 x 3 U13 x 4 U12 x 4 U11 x 3 U12 x 4 U11 x 3 U10 x 3 U9	0	0	11-a-side U18 x2, U15 U14 x 2, U13 x 5 9-a-side U12 x 2, U11 x 4 7-a-side U10 x 4, U9 x 2 5-a-side U8 x 3, U7 x 3	0	0	11-a-side U18, U15 x2 U14 x4, U13 x 2 9-a-side U12 x 3, U11 x 4 7-a-side U10 x 2, U9 x 3 5-a-side U8 x 3, U7 x 3	0	0		0	0

## GROWTH AND RETENTION

This section identifies how the club plans to retain and grow provision and develop flexible club formats that will support existing players and introduce new male, female and disabled players from diverse communities into football.

**Aim:** Maintain the current level of teams by improving the support, communication and interactions with coaches, players and parents.

	Objective	Achievement targets	Timescale	Responsibility	Costs
1	Increase support for managers by allocating a mentor for new managers in their first season and a session to cover the Club	Establish mentors and set up sessions  Agreed list of suitable mentors within club and look to engage with them so they can be offered to new managers	Sept 2016	To be offered at New Managers meeting	None
2	Visit each set of parents to discuss club issues at least once a season	All teams visited in a season	Mar 2017	Set up a rota of teams once fixtures known to assign visit	None
3	Introduce a new manager induction session each year	To explain aspects of the club  First meeting completed in Sept 16 and format set for future annual meetings	Each September after League New Managers meeting	Julian to create presentation for meeting within 1 month after league meeting	Room charges
4					

## RAISING STANDARDS AND ADDRESSING ABUSIVE BEHAVIOUR

This section identifies ways in which the club can create a fun and safe environment for everyone involved in its structure. This includes how the club will raise standards of behaviour and ensure a safe and positive environment for children and vulnerable adults.

**Aim:** Ensure the FA Respect campaign is understood and adhered to by all teams

	Objective	Achievement targets	Timescale	Responsibility	Costs
1	Visit all teams to ensure signed Respect forms completed and raise awareness of club policies, also what is acceptable behaviour levels	See all teams to cover the FA Respect Campaign	Ongoing	Managers	None
2	Introduce management meetings to deal with any misbehaviour	Reduce any misbehaviour	Ongoing	Management Committee	None
3	To retain The FA Charter Standard Club accreditation completing annual health check processes	Maintain Charter Standard Status	Annually	Complete and maintained using FA "Whole Game" website	Courses for Safeguarding, First Aid and Coaching
4	To work with County FA to ensure Club Welfare Officer receives up to date training and support.	Attend workshop at least once a year  Course completed Apr/May	Annually	Phil Molloy	Course cost
5	Attend County FA Charter Standard Club meetings and workshops.	Attend workshop at least once a year  Stuart attending funding course in Feb	Annually	Gearoid Garvey	Course cost

	Objective	Achievement targets	Timescale	Responsibility	Costs
6	Include presentation on respect campaign in presentation evening schedule for parents, applicable to each age groups	Show FA presentations during arrival of each team and 2 pull down signs	June 2017	Julian Baines	Cost of pull down signs
7	Display promotional materials supporting FA Respect campaign at matches	Promotion materials displayed	May 2016	Julian Baines	£300
8	Review options for Club kit in case current range not available	In time for stoppage of range if it happens  Not required at present as current kit now not going out of circulation  Investigating possibility of moving into Nike 3 or 4 year schemes	Unknown	Paul Beales	None



## BETTER PLAYERS

This section identifies how the club will support every player to realise group is absolutely crucial to - in particular support the development generation of

**Aim: Ensure all teams have a qualified Coach along with completed up to date CRB and First Aid courses**  
**Promote recognition of developments & talented teams**

	Objective	Achievement targets	Timescale	Responsibility	Costs
1	Maintain all qualifications for Charter Standards are up to date for all coaches and volunteers	Maintain "Whole Game" database	Ongoing	Gearoid Garvey	Assistance with course costs £xxx per season
2	Introduce new training concepts to develop players	At least one new training session per annum  Added Goalkeeping coaching	Annually	Team Coaches	Cost of course
3	2 coaches to achieve level 2 qualification	At least 2 coaches qualify per annum  Keith at Under 6 and Lee in place	Annually	Team Coaches	Cost of courses
4	Establish coaching sessions for coaches run by the qualified level 2 coaches	At least one session per annum  Had specialist goalkeeping coach	Annually	Qualified coaches	Cost of room or pitch

5	Establish a tournament for teams transitioning between formats	New tournament in May 2016 - Completed and arrange 2017 tournaments	Annually	Management Committee	Entry fees to cover costs
6	Ensure all training is within FA guidelines	Send out disclaimers for any Dads matches	July 2016	Ann Longman	None

## RUNNING THE GAME

This section focuses on the identification of ways to improve the efficiency and effectiveness of how the club is run.

**Aim:** To ensure the club is managed and run effectively in accordance with FA guidelines and to provide structure, management and leadership to successfully

	Objective	Achievement targets	Timescale	Responsibility	Costs
1	Create a Development plan and publish it on club's website	Issue completed plan - Completed	Complete	Julian Baines	None
2	Meet every six months to update and reissue Development Plan	Plan maintained at least twice per annum	Semi Annually	Management Committee	None

3	Create budget for running the club to prepare for annual costs and increases	Budget delivered at AGM	May 2016	Stuart Lawson	None
4	Add budget once completed funding course to website	Budget on website with pie charts showing how cash flows in and out of club	Mar 2017	Stuart Lawson	None

## WORKFORCE DEVELOPMENT

This section looks at how the club will recruit, train, and develop the workforce that will support the administration, development and promotion of the club.

**Aim:** To develop and support an effective volunteer workforce within the club.

	Objective	Achievement targets	Timescale	Responsibility	Costs
1	Recruit extra members of Management Committee for Funds Applications	At least one addition to committee - Add to Newsletter Adding Natasha as fund raising officer	Mar 2017	Management Committee	None
2	Recruit extra members of Management Committee to share administration duties in readiness for succession planning	At least one addition to committee - Add to Newsletter	Mar 2017	Management Committee	None

3	All Club Coaches to hold a minimum of FA Level 1 and FA CRB check.	Completed			Cost of courses
4	All Club Volunteers to be FA CRB check.	Completed			CRB check costs
5	Ensure all coaches are registered with Essex FA using Licensed coaches assistant	No exceptions	Mar 2016	Team coaches	None

	Objective	Achievement targets	Timescale	Responsibility	Costs
6	Develop young referees from within the older age group teams and use in tournaments	At least 2 new qualified referees -	Annually	Management Committee	Cost of courses
7	Develop young coaches by using those interested from older age groups in mini soccer session	At least 2 players assisting with mini soccer teams One in place with mini soccer	Annually	Team coaches	None
8	Issue an annual Newsletter to all club parents	Newsletter issued	Mar 2017	Ann Longman	None
9	Look for a parent rep per team to support fund raising and club communication matters	Newsletter issued Natasha to use emails to make contact	Mar 2017	Ann Longman	None
10	Introduce a rota for covering refreshments at Villa Rd for weekends and Tournaments	Newsletter issued and to be put in place once fixture list known	Mar 2017	Ann Longman	None

## FACILITY DEVELOPMENT

This section identifies the facilities required by the club to sustain and increase participation.

**Aim:** To enhance the facilities available to players, coaches and parents

	Objective	Achievement targets	Timescale	Responsibility	Costs
1	Renew goalposts and corner flags at least every 5 years	1 set of 7 a side to replace and move posts at Villa Road in May 18 – order new set of flags	Every 5 years	Management Committee	£5,000
2	Renew marking equipment replacing at least one machine every 3 years	Equipment replaced - Grant applied for with FA for 2 new markers  New markers in place August 2016	Every 3 years	Management Committee	£250
3	Look into options for a clubhouse at Villa Road ground	Possibilities investigated - Parish Council rejected access – looking at possible options – land now approved for 5 bed semi	Dec 2016	Julian Baines	None
4	Investigate a possibility of a 4G pitch in Stanway by finding a possible location	Possibilities investigated - Stanway School building one so look to use it Early prices for new 4g pitch seem excessive Investigating key partner terms at Philip Morant	Dec 2016	Julian Baines	None

5	Change small sided pitches half way through season	Remark pitches - Completed	January each year	Alan Barber	None
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	Objective	Achievement targets	Timescale	Responsibility	Costs
6	Reseed Villa Road pitches	Pitch reseeded - Completed	Summer time on going	Alan Barber	Seed costs
7	Install boot cleaning facility and signage	Less mud in car park - Completed			£90
8	Maintain enough pitches for games and training - Use Stanway School and Shrub End as cover	All home games and training sessions covered	On going	Management Committee	Facility costs

## PROMOTION

Marketing and PR communication campaigns can play a significant role in helping deliver the key messages of the club around raising standards and safety in the youth section together with promoting the club to its membership and potential new sponsors.

**Aim:** To promote the profile of the club throughout the local community and increase communication through social media options .

	Objective	Achievement targets	Timescale	Responsibility	Costs
1	Look for an overall club sponsor to support club	Club Sponsor established	May 2017	Management Committee	None