

The FA Football Development Programme

FOOTBALL DEVELOPMENT PLAN FOR

stowuplandfalconsfc

the best of grassroots football in suffolk

Seasons 2014/15 to 2019/20

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CHARTER STANDARD CLUB



YOUR VISION

The Club aim is to be the best of grassroots football in Suffolk.

What does this mean

- To provide a safe and enjoyable environment for our players, spectators, officials, parents or carer, to play and watch grassroots youth and adult football in Suffolk.
- To develop our players of all abilities, and without discrimination, to take part in and enjoy our national game.
- To be part of our Community

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 20 14 / 15			Year 1 20 15 / 16			Year 2 20 16 / 17			Year 3 20 17 / 18			Year 4 20 18 / 19			Year 5 20 20 / 21		
No. of teams	22			22			24			25			26			27		
	Male	Female	Disability	Male	Female	Disability	Male	Female	Disability	Male	Female	Disability	Male	Female	Disability	Male	Female	Disability
	U8	U10		U7	U11		U7	U10		U7	U11		U7	U12		U7	U10	
	U9	U12		U8	U13		U8	U12		U8	U13		U8	U14		U8	U12	
	U10	U13		U9	U14		U8	U14		U8	U15		U8	U16		U8	U14	
	U11			U10			U9	U16		U9	1st		U9	1st		U9	U16	
	U11			U11			U10			U9			U9			U9	1st	
	U12			U12			U11			U10			U10			U10		
	U12			U12			U12			U11			U10			U10		
	U13			U13			U13			U12			U11			U11		
	U13			U13			U13			U13			U12			U11		
	U14			U14			U14			U14			U13			U12		
	U15			U14			U14			U14			U14			U13		
	U15			U15			U15			U15			U15			U14		
	U16			U16			U15			U15			U15			U15		
	U18			U16			U16			U16			U16			U16		
	1 st			1 st			1 st			U16			U16			U16		
	Res			Res			Res			1 st			U18			U18		
	A			A			A			Res			1 st			1 st		
	Vets			Vets			Vets			A			Res			A		
										Vets			Vets			Vet		

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: To grow our talent through youth in adult for both men and women. To retain and develop the best talent through excellence in coaching and facilities.

	Objective	Achievement targets	Timescale	Responsibility	Costs
1	To develop Mini Soccer teams each season as per the Development Plan. Recruiting players for the Saturday Morning Club by advertising the Club in local Schools, in the local Press and Social Media	Each year at least one mini soccer team is formed	Annually	Football Foundation Officer	£150 per team for initial equipment, plus kit costs ~ £300
2	To retain teams transitioning from Mini soccer to 9v9 format by attending and organising festivals, friendlies, open training events, club tournament attendance.	All youth teams transition to 9v9 soccer	Annually	Youth Section Officer	Ongoing team costs
3	To retain teams transitioning from 9v9 to 11v11 format by attending and organising festivals, friendlies, open training events, club tournament attendance.	All youth teams transition to 9v9 soccer	Annually	Youth Section Officers	Ongoing team costs
4	To develop an Under 10's Girls Team every other season as per the Development Plan by attending and organising festivals, friendlies, open training events, club tournament attendance	Bi annual recruitment of an Under 10 girls team	Bi-annually	Youth Section Officers	£150 per team for initial equipment, plus kit costs ~ £300
5	To develop the Under 16 Girls Team into a Women's Team, and provide women with a competitive Team in the Suffolk Womens and Girls football league (SWGFL)	Creation of team and entry in to at least friendlies in the first season	In Year 4	Youth Section Officers Adult section officer	£250 initial team equipment costs

	Objective	Achievement targets	Timescale	Responsibility	Costs
6	To continue the development of U16-U18 players into the Adult section	75% of players assessed as 1 (out of 5) in development assessment, transitioning to Adult section. Pathway/alternative footballing option constructed outside Club	Annually	Adult Section Officer Football Development Officer	None
7	To continually provide competitive opportunities for all Stowupland Falcons F.C. Teams	All teams to have competitive fixtures and at least one Cup competition	Annually	Football Development Officer Adult Officer Youth Section Officers Secretary	Ongoing football Club costs, including kit, equipment, pitch hire, fees
8	Offer Summer Camps for 5-13 year olds to maintain attachment to the Club and drive recruitment	Courses to be held annually	Annually	Football Development Officer	Nil

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: To show RESPECT to all
Establish Stowupland Falcons as a lead in ever increasing standards of behaviour

	Objective	Achievement targets	Timescale	Responsibility	Costs
1	Each season the club will produce a Club Handbook. This will include Codes of Conduct for all Players, Parents/Spectators and Club Officials to read and sign	Annual re-publication of Club Handbook. RESPECT signatures for every team	Annually	Chairman Secretary Team Managers Welfare Officer	Minimal ongoing costs as published on line
2	Respect Barriers to be erected at every game, technical areas to be marked on every pitch.	Every game, no excuse	Every game	Team Managers	Minimal ongoing maintenance of barriers
3	The Club will have in place a Trained & Qualified Club Welfare Officer.	Welfare Officer in place	Ongoing	Chairman	Appropriate training/workshop costs
4	Attend County FA Charter Standard Club meetings and workshops.	As and when arranged, but once per season	Annually	Welfare Officer	None
5	Hold Respect workshops once per season for parents and spectators.	Delivery of Falcons centric RESPECT workshop	Annually	Welfare Officer Development Officer Vice-Chairman	None

	Objective	Achievement targets	Timescale	Responsibility	Costs
6	Hold Respect workshops for all Team Captains, Managers, Coaches and Club Officials.	100% attendance by every team	Annually	Welfare officer	None

BETTER PLAYERS

This section identifies how the club will support every player to realise his/ her potential - in particular support the development of skills at a younger age. The five to eleven year old group is absolutely crucial to embedding basic skills, enhancing enjoyment of the game, developing healthy lifestyles and creating a new generation of talented players.

Aim: Develop a player attitude to compete at every level of playing, training and Club activities, whilst nurturing our talented players to the best they can be, gaining commitment from all.

	Objective	Achievement targets	Timescale	Responsibility	Costs
1	To provide quality coaching for the Saturday morning club by FA Level 1 coaches at a minimum.	Club held every Saturday except key holiday periods	Ongoing	Football foundation Officer Development Officer	None
2	All coaches working with youths to attend the FA Age Appropriate introductory Coaching Module	100% adherence for Managers and Assistants	Ongoing	Charter Standard Officer	Appropriate Course Costs
3	FA Youth Award Module 1 achievement each season	Held by at least two Managers	Year 1 and then ongoing	Charter Standard Officer	Appropriate Course Costs
4	FA Youth Award Module 2 achievement each season	Held by at least two Managers	Year 3 and then ongoing	Charter Standard Officer	Appropriate Course Costs
5	FA Youth Award Module 3 achievement each season	Held by at least one Manager	Year 3 and then ongoing	Charter Standard Officer	Appropriate Course Costs

6	Level 2 Coaching Course to be funded by Club, 2 FA Level 2 coaching over the 5 year plan. 6 Managers by the end of 5 years. (currently 4 in Club in 2014-15)	1 Manager to hold	Year 1	Charter Standard Officer Football Development Officer	Appropriate Course Costs
7	Establish a Player Assessment process and measure for all age groups from Under 8 to Adults. Player ability assessment rating to be introduced at Under 16 age group	Each team to have bi-season Coach/Player review	Full implementation by Year 3	Vice Chairman Football Development Officer Youth Section Officers Adult Section Officers	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: ONE CLUB run with the best operating governance in the County, assuring long-term fiscal stability.
To have a committee dedicated to providing the best football environment possible

	Objective	Achievement targets	Timescale	Responsibility	Costs
1	Develop a fundraising strategy which is less reliant on our BIG 5 a-side	A clear fundraising charter established and operating	Year 3	Fundraising Officer	None
2	Develop a sponsor package for team level sponsorship.	Each team to have a sponsor contributing a minimum of £200 per year to cover kit costs	Year 2	Youth Section Officers Adult Section Officer	None
3	Annual financial and asset review	Ensure all Club assets are recorded and managed	Year 1	Chairman Treasurer Secretary	None
4	Develop a Coaching philosophy throughout the Club and educate managers to adopt	Philosophy in place and regular coaching meetings	Year 2	Youth section Officers Adult Section officer Development Officer	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 ensure our workforce receive the most appropriate training and development to run our Club as one Club.

	Objective	Achievement targets	Timescale	Responsibility	Costs
1	Level 1 coaching as a basic standard for every Manager and Assistant	Every Manager to have achieved Level 1 by December of new season	Ongoing	Charter Standard Officer	Appropriate Course Costs
2	Coach the coaches events to improve consistency in coaching techniques and standards	Minimum 3 events, 2 indoors, 1 outdoor	Annually	Football Development Officer Vice Chairman	None
3	Club Assistant programme to ensure our Club Assistants are informed of rules to assist the Referee	One workshop each season	Annually	Charter Standard Officer	None
4	Committee Training night	Annual training event to ensure all Committee members understand responsibility	Annually	Chairman	None
5	Managers to attend Youth Module 1, 2 and 3	At the end of Year 5 to have at least 2 Managers attended Youth Module 3	Ongoing	Football Development Officer	Appropriate Course costs

FACILITY DEVELOPMENT

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

Aim: To improve current facilities to support 4 adult teams and 2 officials.
To look to provide an owned environment with a minimum 3 adult sized pitches, changing facilities and an all-weather training area.

	Objective	Achievement targets	Timescale	Responsibility	Costs
1	To improve changing facilities and storage for all teams.	Provide better storage facilities and changing environment	Year 4	Club Development Officer	£25,000
2	To identify new area to have pitches, storage, changing rooms and Clubhouse within boundaries of Stowupland	Provide an owned facilities for the Club	Year 5	Club Development Officer	TBC
3	To improve condition of all pitches	First team pitch playable every week by two teams. Improve youth pitches year on year	Year 3	Club Development Officer	TBC
4	Ensure all Club goalposts are safe for use.	All goalposts reviewed by Year 3	Year 3	Club Development Officer	TBC
5	Find suitable venue for winter training which can provide a safe environment for Futsal.	Provide a better, all Club training environment for the Club	Year 5	Club Development Officer	£750,000 for owned facility, £2000 for rented

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 have a social media presence across most popular platforms.
To provide a regular communication channel to players, parents and spectators
To provide marketing and advertising for sponsors

	Objective	Achievement targets	Timescale	Responsibility	Costs
1	Manage and Develop Club Website	Web site running and constantly updated	Ongoing	Chairman Vice Chairman	£300 per annum
2	Maintain a Twitter feed	Ongoing posts	Ongoing	Chairman	Nil
3	Maintain a Facebook page	Ongoing posts	Ongoing	Fundraising Officer	Nil
4	To develop a video and photo gallery for recording of teams and players (ensuring adhering to child protection policies)	Gallery of photos and videos	Year 1	Chairman	Nil
5	Recruit a PR Officer to promote Club activities, tournaments and achievements	In place by end of Year 2	Year 2	Chairman	Nil