

Alton Youth FC

GROW YOUR WAY

2★★ AND 3★★★ CLUB DEVELOPMENT PLAN

2022 - 2023



ACCREDITED
PART OF ENGLAND FOOTBALL

Alton Youth 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 six important areas:

- Identity
- Governance
- Football Development
- Finance
- Facilities
- Marketing & Communications

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](#).



STRATEGIC PLANNER

Use this planner to set goals and tasks you need to complete. These may focus on tasks to form the club identity, create a successful structure, ensure you have the right people in the right roles, develop effective financial planning, and to identify and secure the required facilities for your club.

Top Tips: Visit our [England Football League and Club Hub](#) on YouTube for helpful ideas and insights. Visit our [England Football Learning](#) website for ideas to help you develop your football philosophy. Also, take a look at our [Club Structures Guide](#) created in partnership with Muckle LLP.

Objective	How will you achieve this?	Timescale	Who is responsible?	Cost	When will you review this?
Create player development sessions for all abilities	Use SCL coaches supported by age group leads. Free up pitch training time to accommodate this	Full season	Vic Harry	Self funded by additional subscription by participants	End of season
Increase number of girls teams from 3 to a minimum of 6	Create a sub-committee to champion this	Full Season	Andrew Walker	£0	End of season
Widen number of youth committee	Create age group leaders and increase CWO to 2	August 2023	Shaun Hobbs	£0	December 2022
Provide online subscription	Research providers	July 2022	Shaun Hobbs & Giles Harrison	2% of total subscription	End of the season
Improve communication with volunteers and parents	Digital signing on forms incorporating codes of practice. WhatsApp group for	July 2022	Shaun Hobbs	£0	End of season



IDENTITY

Identity matters. It says everything about your club: what it stands for, and how it behaves both on and off the pitch.

The club's visual identity (it's badge, colours etc.) should convey this identity.

YOUR JOURNEY SO FAR



ACHIEVEMENTS

39 teams providing football for all abilities for both boys and girls in Alton

HISTORY

Alton FC was formed in 2016 merging Alton United Youth with Alton Town FC (senior teams)

MILESTONES

In 2016 a new facility was created at Anstey Park Enclosure incorporating a 3G full size floodlit pitch. This created a HUB for football in Alton from U7 to senior first team football providing a pyramid for all players to be part of without the need to leave Alton

AMBITIONS FOR THE FUTURE

We would like to grow a high quality and sustainable male and female sections for both youth and senior football allowing players to play at all levels in Alton

A CLUB WITH VISION



Vision: Football for all in Alton

CLUB STRATEGIC GOAL 1

Create a senior women's first team

We would like to create U18 and Senior female teams. This would begin our development of a full female pathway.

CLUB STRATEGIC GOAL 2

Upskill coaches

We will ensure all coaches hold the qualifications required for England Football Accreditation. We will ensure they are always compliant and offer additional CPD, when possible.

CLUB STRATEGIC GOAL 1

Achieve player pathways

Through the introduction of development centre and female sub committee team, we will provide a development pathway that allows us to maintain 2 stars.

CLUB STRATEGIC GOAL 2

Communicate our values

Ensure all parents/carers understand the values we adhere to incorporating the FA values

VALUES

Balanced equality

VALUES

Support all staff/members

EVERYTHING SHOULD LADDER UP TO THE VISION

VALUES

Sustainable future

VALUES

Inclusivity

Mission: Ensure everyone has equal opportunities to develop and grow

DEVELOPING YOUR BRAND



THINK

What do you want people to think of when they think about your club?

Well established club with excellent sportsmanship and qualified supportive coaches to allow children to play football in a safe and friendly environment.

FEEL

What do you want people to feel when they interact with your club?

Welcomed and encouraged to support the club and their children at all levels of the game.

DO

How do you want people to interact with your club?

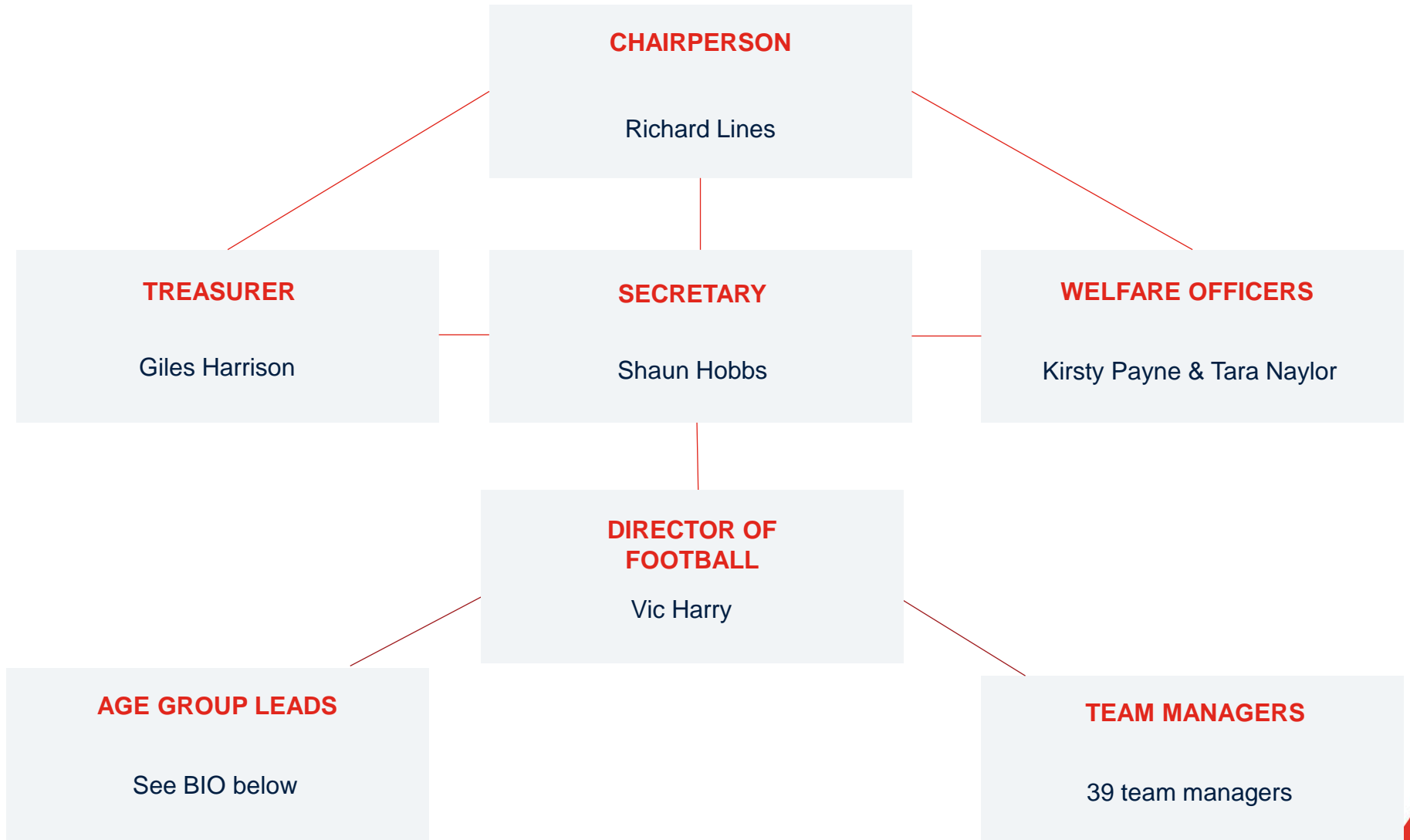
We want to create a culture of openness so all can shape the future of the club.



GOVERNANCE

Governance is all about the systems, policies and procedures that you put into action to ensure your club always operates in the best possible way.

CLUB STRUCTURE



RISK MANAGEMENT



Use this template to help your committee make the best decisions about the future of your club.

STRENGTHS

- 100+ volunteers
- First class facilities
- Large participation

WEAKNESSES

- Not enough space for games and training
- Ageing committee

OPPORTUNITIES

- Growth of female section
- Development of coaches

THREATS

- Pitches to play matches on
- Losing volunteers

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



Richard Lines

Overall oversight, chairs board meeting, chief club representative.

Treasurer



Giles Harrison

Responsible for bank accounts, budgeting, debt collection, preparation of annual accounts

Director of football



Victor Harry

Responsible for growing and developing the teams incorporating FA Programmes

SECRETARY



Shaun Hobbs

Head of administrative tasks.

Pitch Bookings



Ian Mason

Allocation of matchday pitches

Female Lead



Andy Walker

Responsible for development of female teams

WELFARE OFFICER



Kirsty Payne & Tara Naylor

To implement FA safeguarding polices throughout the club

Referee Liaison



Richard Lines

Communicates with leagues and supports club referees.

Kit purchasing



Wayne Dickson

Responsible for ordering matchday kit

ROLES AND RESPONSIBILITIES





FOOTBALL DEVELOPMENT

Football Development is the way in which a club grows its on-pitch activities across the club. Football Development activities cover performance and participation and include all formats of the game – as well as the growth and training of all matchday staff.

TEAM AND OPPORTUNITY GROWTH PLANNER



Age group or area i.e team or fun football	Male or Female or Disability	Number of teams/ offer (currently)	Projected number of teams or offer (1-3 years)	Coaches and Volunteers	Long-term development aims	League(s)
<i>EXAMPLE: Adult football</i>	<i>Female Male Disability</i>	<i>None 1x Open Age 1x Veterans None</i>	<i>1x Open Age 2x Open Age 1x Veterans Just Play session</i>	<i>1x Coach 1 Coach 2x Volunteers</i>	<i>National League National League Team creation</i>	<i>County League County League N/A</i>
Youth Midweek Football	Male	1	1	3x coaches	Grassroots	Allied Counties League
Male Youth	Male	35	35	70x coaches	Grassroots	County League
Female Youth	Female	3	6	9x coaches	Grassroots	Hampshire Girls Youth League and Surrey County Girls and Women League

ADD IN SEASON HERE



COACH CPD PLANNER

TOP TIP: Speak with your local County FA to find out what education and learning opportunities there are for coaches and volunteers within your club or contact your local volunteering organisation.

Month (by start of season)	Details
September	All teams to have a minimum of 1 FA qualified coach
October	All coaching volunteers to have completed safeguarding courses and DBS
November	All coaching volunteers to complete FA playmaker
December	
January	-
February	Identify coaches to qualify for UEFA courses
March	
April	-
May	Seasonal planning



FINANCE

Income, expenditure, cashflow, turnover and forecasting. These are just five aspects of financial management that every club must manage effectively to operate healthily, and to ensure the club can grow.

BUDGET OVERVIEW



To download a Club budgeting template please click [here](#).

Season	Cost (£)
Total Projected Income	£95,000
Total Projected Expenditure	£99,000
Annual Balance	£76,000

Annual Accounts Sheet

Club	ALTON FC		
Year	2021-2022		
Income	Expenditure		
Pitch Hire	£7,000	Affiliation	£3,000
Subs	£82,000	Ground Rent	£22,000
Food/Beverage	£3,000	Utilities	£17,000
Other	£3,000	Pitch Hire	£12,000
		Pitch/Club Maintenance	£22,000
		Courses	£2,500
		Fines	£1,500
		Trophies	£6,000
		Kit	£4,000
		Other	£9,000
Total Income	£95,000	Total Expenditure	£99,000

Opening Balance	£81,000
+ Surplus / Deficit	-£5,000
Total / Closing Balance	£76,000



FACILITIES

Your club facilities are all the physical elements of your club – e.g. clubhouses, changing rooms, offices, pitches, floodlights – and all aspects of your stadium and grounds. Depending on your club's ambitions, you may need to source funding for any facilities projects you have in mind.

EMERGENCY ACTION PLAN



Club contact details

Club Name	Alton FC		
Club Address	Anstey Park, Alton	Postcode	GU34 2NB
Telephone	01256 853000		

First Aider / Helper Information

Name	Shaun Hobbs	Mobile number	07765220521
For queries about this EAP	Email – unitedalton@gmail.com		
See relevant coach for First Aider on day of match	Team manger		

First Aid Equipment and Facilities

Item	Location
Defibrillator	Outside entrance gates
Stretcher	Disabled toilet
First Aid Room	Home changing rooms

Access routes

For Ambulance	Main entrance
From Pitch to Ambulance	Emergency access gate

Other Information

Nearest A&E / Trauma Hospital	Basingstoke & North Hampshire Hospital Aldermaston Rd, Basingstoke, RG24 9NA
Fastest Route to A&E / Trauma Hospital	Via Ambulance
Distance and Journey time	12 miles – 30 minutes
Nearest Walk-in Centre	Alton Community Hospital. Chawton Park Surgery, Alton GU34 1RJ
Alternative Trauma Hospital	Frimley Park Hospital Portsmouth Rd, Frimley, GU16 7UJ

TEAM FACILITY PLAN



Team name / age group	Facility name / Details	Day, time and duration	Matchday or training session?	Who is responsible for bookings?	Frequency of hire / length of booking	Cost
<i>EXAMPLE: U11s Wildcats</i>	<i>Foredyke Primary 9v9 pitch</i>	<i>Sundays 10.30am 60mins</i>	<i>Matchday</i>	<i>Joe Bloggs</i>	<i>Season, bi-weekly</i>	<i>£800-£1000</i>
39 Youth teams	Training at The Enclosure, Anstey Park	Training schedule on clubhouse notice board	The Enclosure, Jubilee Playing Fields, Anstey Park	Ian Mason Pitches	Weekly	As per annual accounts



MARKETING AND COMMUNICATIONS

Marketing and Communications are focused on two things:

1. Generating positive awareness of your club and what it offers
2. Actively encouraging people to join or take part in activities your club provides

SOCIAL MEDIA ENGAGEMENT



Social media is a great way to talk to your existing club members and to attract new members of your community.

But before you type anything, think about who your target audience is. Are you trying to talk to potential players? Maybe you're trying to attract new volunteers? Or simply promoting your facilities for hire? Whatever the motive, it's good to have a plan to make sure you talk to each audience in a way that suits them.

To download a social media planner template, [click here](#)

Remember: consistency is key, so once you've decided which social media platforms your club will use, try to be consistent with the way you talk and how often you post.

Try using hashtags that you can track and review the success of over time.

COMMUNICATIONS PLAN



Throughout the season your club should actively connect with your local community. Whether it's through personal contact, matchdays, training events or through email and social media, your club should be seen as a hive of activity.

To help your club be on the front foot in planning and promoting positive news stories and also in recruiting the next generation of participants and volunteers from your community, we've developed a communications template for you, which you can [download here](#).



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](#)