

ESSEX COUNTY FA

GROW YOUR WAY

2★★ AND 3★★★ CLUB DEVELOPMENT PLAN

2024 - 2025



ACCREDITED
PART OF ENGLAND FOOTBALL

ESSEX COUNTY FA

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?
Complete all planning for season ahead e.g. pitch bookings, coach hiring, squad membership fee etc.	By holding a committee meeting at the beginning of the season	Full season	The club committee	£2000	End of season
Affiliate with the Essex County FA and complete our player registration.	By positively communicating with the Essex County FA operations team at the beginning of each season	2 weeks	The club committee	£100	End of season
Create a coaching syllabus for the season and update weekly if required.	Discuss with coaches what to include on the syllabus to develop players at different age groups	Full season	The club committee & coaches	£0	Monthly (weekly if needed)
Book all courses in Safeguarding, Coaching and Medical that are required or due to expire.	Use the Club Portal to determine which coaches/officials have courses that are due to expire soon	Full season	The club committee	£100-£300	Monthly and annually



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

Club of the Year 2000

Essex FA Cup Winners 2002

HISTORY

Started in 1991

Joined XX League in 2000

Purchased venue in 2005

MILESTONES

Secured a Club House

Grown to 10 teams

Purchased new goals

Received funding grant from FA

AMBITIONS FOR THE FUTURE

We would like to grow a high quality and sustainable male, female and disability pathway in full and achieve 3 star accreditation.

A CLUB WITH VISION



Vision: We are Grassroots, We are Inclusive, We are Essex FA

CLUB STRATEGIC GOAL 1

Increase Participation

We would like to create a youth side, starting with an U18s Male squad. This would begin our development of a full male 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 a male team, we will begin development a pathway that allows us to maintain 2 stars.

CLUB STRATEGIC GOAL 2

Educate parents & carers

Ensure all parents/carers attend a full induction evening. Ensure they all complete the Safeguarding Awareness course for Parents/Carers

VALUES

Growth

VALUES

Support all staff/members

EVERYTHING SHOULD LADDER UP TO THE VISION

VALUES

Growth

VALUES

Safeguarding all

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, long-standing club with excellent sportsmanship and friendly coaches/volunteers.

FEEL

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

They want to feel appreciated and supported, We want everyone to enjoy their time with Essex FA.

DO

How do you want people to interact with your club?

We would like to be treated with fairness and kindness, on and off the pitch.

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

- Large workforce
- Access to important data
- Large participation

WEAKNESSES

- Funding
- Facilities

OPPORTUNITIES

- Growth of social media
- Opportunity to start Wildcats, Squad & Just Play
- Begin a youth side

THREATS

- Lack of facilities
- Financial Risk
- 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



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

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).

Sponsorship Manager



Responsible for Sponsorship procurement, Kit design/production, Social Media, Brand development, Match Videos, Coordinate PR with Secretary



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>
Adult Football	Male	1	3	1x coaches	Grassroots	County League
Adult Football	Female	1	3	2x coaches	Grassroots	County League
Adult Football	Disability	1	2	2x coaches	Grassroots	County League

2024/25 Season

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 coaches to join the Essex FA Coaches Community
October	Complete all Safeguarding for Children Course
November	-
December	Winter break
January	-
February	Book CPD courses through Coach Development Programme of events on Essex County FA website
March	Coach CPD event
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	£11,000
Total Projected Expenditure	£10,000
Annual Balance	£1,000



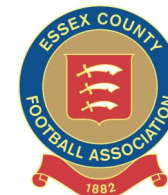
Annual Accounts Sheet

Club	Essex FA		
Year	2024/25		
Income	Expenditure		
Sponsorship	£2000	Affiliation	£500
Subs	£2000	Pitch Hire	£2500
Donations	£2000	Training Hire	£2000
Grants	£2000	Referee Fees	£2000
Trips	£2000	Washing	£1000
		Fines	£1000
Total Income	£10,000	Total Expenditure	£9000

Opening Balance	£10,000
+ Surplus / Deficit	£1000
Total / Closing Balance	£1000



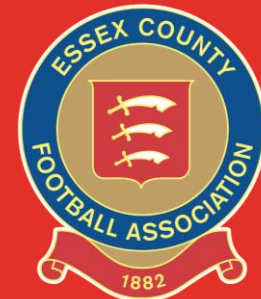
SPONSORSHIP PLANNING



Age group	Sponsor Partner	Amount and duration	Sponsor contact	Tactic to keep them updated	Renewal	Other commitments
<i>EXAMPLE: Adult male 1st team</i>	<i>Golden Lion – sponsoring the shirt</i>	<i>£500 per season for two seasons</i>	<i>Name Email</i>	<i>Monthly email, email newsletter</i>	<i>Due June 2023 Approach April 2023</i>	<i>Shout out on Twitter 1x month</i>
Adult Female 1st team	Starbucks – sponsoring shirt	£10000 per season for 5 seasons	John Doe John.doe@starbucks.com	Monthly meeting	Due August 2027	Photos on social media each week
Adult Male 1st team	Boots– sponsoring shirt	£5000 per season for 5 seasons	John Doe John.doe@Boots.com	Monthly meeting	Due August 2027	Photos on social media each week
Adult Disability 1st team	Tk Maxx– sponsoring shirt	£10000 per season for 5 seasons	John Doe John.doe@TKMAXX.com	Monthly meeting	Due August 2027	Photos on social media each week

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	Essex County FA		
Club Address	The County Office, Chelmsford	Postcode	CM2 5LB
Telephone	01245 465271		
First Aider / Helper Information			
Name	John Doe	Mobile number	07123 456789
For queries about this EAP	Email John.doe@EAP.com		
See relevant coach for First Aider on day of match	John Doe		
First Aid Equipment and Facilities			
Item	Location		
Defibrillator	Main reception and cafe		
Stretcher	Main office		
First Aid Room	Stand – near the changing rooms		

Access routes	
For Ambulance	Main entrance
From Pitch to Ambulance	Emergency access gate
Other Information	
Nearest A&E / Trauma Hospital	Hospital A, Road B, AB1 2CD
Fastest Route to A&E / Trauma Hospital	Main Road
Distance and Journey time	4 miles, 10 minutes drive
Nearest Walk-in Centre	Hospital W
Alternative Trauma Hospital	Hospital H

TEAM FACILITY PLAN

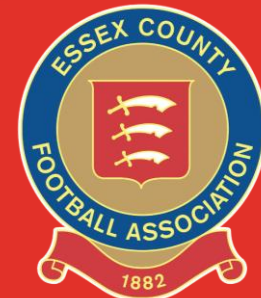


Team name / age group	Facility name / Details	Day, time and duration	Matchday or training session?	Who is responsible for bookings?	Frequency of hire / length of booking	Cost
<i>EXAMPLE: U11s Wildcats</i>	<i>Foredyke Primary 9v9 pitch</i>	<i>Sundays 10.30am 60mins</i>	<i>Matchday</i>	<i>Joe Bloggs</i>	<i>Season, bi-weekly</i>	<i>£800-£1000</i>
Adult Female 1st team	Winklebury football complex 11v11 pitch	Mondays 11am	Matchday	The club committee	Season	£1000
Adult Male 1st team	Winklebury football complex 11v11 pitch	Mondays 1pm	Matchday	The club committee	Season	£1000
Adult Disability 1st team	Winklebury football complex 11v11 pitch	Mondays 3pm	Matchday	The club committee	Season	£1000

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](#)

