

The FA Football Development Programme Football Development Toolkit

Croftside FC Development Plan

Seasons 20_08 / 09 to 20_13 / 14



TIP:

The first stage of Football Development Planning is to understand exactly what you hope to achieve. Ask yourself and others what you would like your project to do.

Your project may address a specific problem or have a more general aim such as increasing participation opportunities. Complete the table on Page 2 to focus your ideas into a clearly defined vision, something that will inspire the people around you.

YOUR VISION

- To provide quality, safe opportunities for young people of all ages in our community
- To provide a safe and positive alternative place to go other than playing on the streets
- To help people realise their potential, develop personal skill and confidence
- To introduce people to football regardless of age, ability, sex, religion and ethnic background
- To improve the performance of players, coaches and volunteers within the club

TIP: 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. A number of examples are listed above but selecting one vision adds focus and clarity.

CLUB DEVELOPMENT TABLE

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

TIP: The Club Development Table is a summary of the number of teams it wishes to retain and develop within the different categories of football over the period of the Development Plan.

	Current season 20 <u>08</u> / <u>09</u>			Year 1 20 <u>09</u> / <u>10</u>			Year 2 20 <u>10</u> / <u>11</u>			Year 3 20 <u>11</u> / <u>12</u>			Year 4 20 <u>12</u> / <u>13</u>			Year 5 20 <u>13</u> / <u>14</u>		
No. of teams	11			14			16			19			21			25		
	Male	Female	Disability	Male	Female	Disability	Male	Female	Disability	Male	Female	Disability	Male	Female	Disability	Male	Female	Disability
	U8, 8 U9, 9 U10, 10 U11 U12 U13 U14 Senior			U8, 8 U9, 9 U10, 10 U11 U12 U13 U14 U15 Senior	U10	U12	U8, 8 U9, 9 U10, 10 U11 U12 U13 U14 U15 U16 Senior	U10 U12	U12	U8, 8 U9, 9 U10, 10 U11 U12 U13 U14 U15 U16 U18 Senior	U10 U12 U14	U12 U16	U8, 8 U9, 9 U10, 10 U11 U12 U13 U14 U15 U16 U18 Senior x2	U10 U12 U14 U16	U12 U16	U8, 8 U9, 9 U10, 10 U11 U12 U13 U14 U15 U16 U18 Senior x2 Futsal	U10 U12 U14 U16 Senior Futsal	U12 U16 Senior

TIP: There are 3.5 million children who would like to join a team or improve their football skills. Developing new teams within multi-team clubs helps provide these children with the opportunity to play our National Game.

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 players with a disability and from diverse communities into football.		
Aim	<ul style="list-style-type: none"> To provide opportunities for people of all ages and abilities to play football 			
Objective	Achievement targets	Timescale	Responsibility	Costs
1 Retain all existing teams Retain a good level of support to existing teams, including quarterly Team Manager and Coaches meetings to include a review of squad numbers	All existing teams retained	Year 1 and annually	Football Development Committee Team Managers	
2 Backfill two new U8s teams each year through recruiting new players, coaches and managers	2 new U8s Mini-Soccer teams backfilled each year	Year 1 and annually	Football Development Committee	Cost per year per team: Strips and equipment £500 Facilities (grass & winter training) (£1500) Affiliation (County FA & League) £250 First Aid Kit £50
3 Develop 2 school-club link programmes per year. Work with 2 focus primary schools to recruit new players to squads where appropriate	6 training sessions delivered at each school	Year 1 and annually	School Liaison Officer	
4 Work with County FA Develop a new U10s girls team and retain each year Develop a new U12s girls team and retain each year Develop a new U14s girlsteam and retain each year Develop a new U16s girlsteam and retain each year	U10 girls team U12 girls team U14 girls team U16 girls team	Year 1 Year 2 Year 3 Year 4	Women and Girls Officer Volunteer coordinator Football development Committee	Cost per year per team: Strips and equipment £500 Facilities (grass & winter training) (£1500) Affiliation (County FA & League) £250 First Aid Kit £50

NOTE: Your Achievement Targets are a summary or a 'snapshot' of the exact outcome of fulfilling specific objectives.

Objective	Achievement targets	Timescale	Responsibility	Costs
<p>5 Develop a new U15s boys team and retain each year</p> <p>Develop a new U16s boys team and retain each year</p> <p>Develop a new U18s boys team and retain each year</p>	<p>U15 boys team</p> <p>U16 boys team</p> <p>U18 boys team</p>	<p>Year 1</p> <p>Year 2</p> <p>Year 3</p>	<p>Volunteer coordinator</p> <p>Football development Committee</p>	<p>Cost per year per team:</p> <p>Strips and equipment £500</p> <p>Facilities (grass & winter training (£1500)</p> <p>Affiliation (County FA & League) £250</p> <p>First Aid Kit £50</p>
<p>6 Ensure all youth players have a realistic pathway to continue playing open age football</p> <p>Develop a new second Senior Mens team and retain each year</p> <p>Develop a new Senior Womens team and retain each year</p>	<p>2nd Senior Mens team</p> <p>Senior Women's team</p>	<p>Year 3</p> <p>Year 5</p>	<p>Team</p> <p>Team</p>	<p>Cost per year per team:</p> <p>Strips and equipment £500</p> <p>Facilities (grass & winter training (£1500)</p> <p>Affiliation (County FA & League) £250</p> <p>First Aid Kit £50</p>
<p>7 Set up 2 junior disability teams through making links with local disability organisations and schools</p> <p>Develop a new U12s disability team and retain each year</p> <p>Develop a new U16s Womens team and retain each year</p>	<p>U12 disability team</p> <p>U16 disability team</p>	<p>Year 1</p> <p>Year 3</p>	<p>Football development Committee</p> <p>Disability Coaches</p>	<p>Cost per year per team:</p> <p>Strips and equipment £500</p> <p>Facilities (grass & winter training (£1500)</p> <p>Affiliation (County FA & League) £250</p> <p>First Aid Kit £50</p>
<p>8 Set up an adult disability team through making links with local disability organisations</p> <p>Develop new adult disability team and retain each year</p>	<p>Adult disability team</p>	<p>Year 5</p>	<p>Disability Coaches</p>	<p>Cost per year per team:</p> <p>Strips and equipment £500</p> <p>Facilities (grass & winter training (£1500)</p> <p>Affiliation (County FA & League) £250</p> <p>First Aid Kit £50</p>

TIPS FOR SCHOOLS: Explain how you will grow and retain football opportunities in the curriculum, out of school hours learning and school competitions for boys, girls and people with a disability. Your Plan should explain how you will link with School Sports Partnerships and Competitions Managers.

Objective	Achievement targets	Timescale	Responsibility	Costs
<p>9 Establish a Futsal team for men and women (to support those players who may not wish to move into senior 11 a side).</p>	<p>Set up 2 Futsal teams</p>	<p>Year 5 - 1 male Futsal Team Year 5 - 1 female Futsal Team</p>	<p>Football development Committee Team coaches</p>	<p>Cost per year per team: Strips and equipment £500 Facilities (grass & winter training) (£1500) Affiliation (County FA & League) £250 First Aid Kit £50</p>

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		<ul style="list-style-type: none"> To ensure that all people can play football in a high quality, safe environment that is free from abuse 			
Objective	Achievement targets	Timescale	Responsibility	Costs	
<p>1 To achieve and retain The FA Charter Standard Community Club accreditation, complete application form and annual healthcheck processes</p> <p>Work with County FA</p>	FA Charter Standard Community accreditation achieved	Year 1 and annually	Secretary		
<p>2 To follow all FA guidelines and procedures regarding Club Welfare and work with the county FA to ensure Club Welfare Officer receives up to date training and support</p>	All FA guidelines and procedures followed	Year 1 and annually	Club Welfare Officer		
<p>3 To work with County FA to ensure Club Welfare Officer receives up to date training and support</p> <p>Club Welfare Officer to attend Welfare Officers Workshop</p>	Workshop attended	Year 1	Club Welfare Officer	£20	
<p>4 Fully support The FA Respect programme</p>	Promotional materials displayed throughout facility	Respect posters displayed	Year 1 and annually	Secretary / Club Welfare Officer	
	Purchase and use Respect barriers	4 sets of Respect barriers used	Year 1 and annually	Secretary/ Team Managers	£400
	All captains and managers briefed on supporting Respect	<p>Team managers to work with captains each match.</p> <p>A minimum of 1 Respect briefing per year and regular agenda item on all Team managers and coaches network meetings</p>	Year 1 and annually	Secretary / Club Welfare Officer / Team Managers	£0

TIP: FA Charter Standard Clubs are a key priority to The FA. By developing into an FA Charter Standard Club you are providing safe and good quality football opportunities for the whole community.

TIP: Respect is The FA's programme of activities to combat unacceptable behaviour in our game - on pitch and from the sidelines. Supporting Respect will ensure a safe, positive environment for everyone to enjoy football.

Objective		Achievement targets	Timescale	Responsibility	Costs
<p>5 Fully support The FA Respect programme</p>	<p>Every player, parent and coach to sign the 'Code of Conduct' and display latest versions in clubhouse</p> <p>Zero tolerance of abuse towards referees</p> <p>Work with County FA</p>	<p>Reduce number of incidents of abuse towards referees and deal with all matters firmly and in line with FA recommended sanctions</p>	<p>Year 1 and annually</p>	<p>Club Committee</p>	
<p>6 Attend County FA Charter Standard Club meetings and workshops</p> <p>Request programme from CFA and nominate appropriate people to attend</p>		<p>Minimum of 2 meetings/workshops per year</p>	<p>Year 1 and annually</p>	<p>Club Committee</p>	
<p>7 Organise a volunteer and player awards evening</p> <p>Set up an organising committee</p> <p>Seek recognition for hard work of all volunteers</p>		<p>1 annual volunteer and player awards evening</p> <p>1 awards application per year.</p>	<p>Year 1 and annually</p> <p>Year 1 and annually</p>	<p>Volunteer Coordinator</p> <p>Club Chairperson and Club Committee</p>	<p>£500</p>
<p>8 Apply to the County FA's annual Charter Standard Awards</p> <p>Organise a pre-season briefing for players and parents/carers at the start of each season detailing acceptable standards of behaviour and the need for positive playing environments</p>		<p>One pre-season meeting per season</p>	<p>Year 1 and annually</p>	<p>Club Chairperson Club Committee CS Co-ordinator Club Welfare Officer</p>	<p>£100</p>

TIP: The FA Tesco Skills Programme supports the development of players aged 5-11 in a fun and positive way. The Programme is the cornerstone for teaching young people to become better players.

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 5-11 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		<ul style="list-style-type: none"> ● To raise the standards of players within the club ● To support the development of coaches to create better players 			
Objective		Achievement targets	Timescale	Responsibility	Costs
1 Promote The FA Skills Programme	Encourage all 5-11s to use The FA Skill Programme website	All young people using the online FA Skills Awards	Year 1 and annually	Team Managers	
	Work with FA Skills Coach to develop volunteers and players	2 sessions per year with FA Skills Coach	Year 1 and annually	Volunteers Coordinator	
2 Run a weekly coaching centre for 5-11s Recruit 2 Level 2 coaches that have completed The FA Age Appropriate Introductory Coaching Module		32 5-11s engaged in weekly coaching sessions	5-7 years session Year 1 8-11 years session Year 2	5-11s Coaches	
3 Run holiday coaching courses for 5-11s Recruit 2 Level 2 coaches that have completed The FA Age Appropriate Introductory Coaching Module		32 5-11s engaged in holiday coaching sessions	5-7 years session Year 1 8-11 years session Year 2	5-11s Coaches	
4 All coaches that work with U16s and below teams attend The FA Age Appropriate Introductory Coaching Module Book all volunteers on courses		All coaches attend module	Year 1 and annually	Volunteer Coordinator	£25 per coach

Objective	Achievement targets	Timescale	Responsibility	Costs
<p>5 5 coaches to attend The FA Youth Award (level 3) Module 1</p> <p>Identify an appropriate coach</p>	1 coach per year	Year 1 and annually	Volunteer Coordinator	£175 per coach
<p>6 4 coaches to attend The FA Youth Award (Level 3) Module 2</p>	1 coach per year	Year 2, 3, 4 and 5	Volunteer Coordinator	£175 per coach
<p>7 2 coaches to achieve The FA Youth Award (level 3) Module 3</p>	1 coach per year	Year 4 and 5	Volunteer Coordinator	£250 per coach
<p>8 Coaches to promote basics skill development training and coaching exercises to the parents/carers of players to increase practice time at home</p>	3 meetings per year	Year 1 and annually	Team managers	
<p>9 Positively promote boys and girls Centres of Excellence to talented junior player</p> <p>Nominate talented players and support opportunities to attend trials</p>	Gifted and talented boys and girls nominated and encouraged to attend Centre of Excellence trials	Year 1 and annually	Team managers	
<p>10 Run a transition festival in May each year to give players moving from 7 a side to 9/11 a side the experience of the wider format of the game</p>	1 transition festival run in May each year	Year 2 and annually	Team managers	£200
<p>11 Introduce 9 v 9 format for U12 and U13 age groups</p>	9 v 9 format introduced	Year 2 for U12s Year 3 for U13s	Team managers	
<p>12 Run 7 v 7 festivals across all age groups 12 - 17s to promote the benefits of small sided play supporting skill development at the end of each season</p>	7 v 7 festival organised	Year 3, 4 and 5	Team managers	£200

TIP: If you have a separate Business Plan for the development of a facility for a Football Foundation application, this section should focus on football matters only.

RUNNING THE GAME		This section focuses on the identification of ways to improve the efficiency and effectiveness of how the club is run.		
Aim	<ul style="list-style-type: none"> ● To ensure the club is managed and run effectively in accordance with FA guidelines ● To provide structure, management and leadership to successfully deliver a football development plan 			
Objective	Achievement targets	Timescale	Responsibility	Costs
1 Form a Football Development Committee to manage, monitor and deliver the Football Development Plan Committee formed from representatives of junior, seniors, women and girls, disability and coaches	Committee formed and meet on a quarterly basis	Year 1 and annually	Secretary, Chairperson	£100
2 Set up a coaches support group to offer help and guidance Invite all coaches and Team Managers to a network meeting to discuss issues such as coaching methods and squad team numbers	Support group established and meet on a quarterly basis	Year 2 and annually	Football Development Committee, Secretary	£100
3 All teams affiliated with CFA by 1st July every year and entered into the appropriate leagues Secretary to submit paper work to CFA	All teams affiliated on time every year	Year 1 and annually	Secretary	£35 per team
4 Keep all football records up to date with the County FA Utilise County FA online Member Services through the County FA website	All player, coach and officer details kept up to date with County FA	Year 1 and annually	Secretary, Charter Standard Coordinator, Volunteer Coordinator	

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 create, develop and support an effective volunteer workforce within the club

Objective	Achievement targets	Timescale	Responsibility	Costs
<p>1 Have a key contact person to support the recruitment and development of volunteers</p> <p>Recruit and select a Volunteer Coordinator</p>	Volunteer Coordinator appointed	Year 1 and annually	Club committee	
<p>2 All Club coaches to hold a minimum of FA Level 1 and FA CRB check</p> <p>Volunteer Coordinator to maintain an up to date list and book new coaches onto County FA courses</p>	All Club coaches hold a minimum of FA Level 1 and FA CRB check 12 new Level 1 coaches	Year 1 - all coaches Year 2 - 4 new Level 1s Year 3 - 4 new Level 1s Year 4 - 2 new Level 1s Year 5 - 2 new level 1s	Volunteer Coordinator	Level 1 £100 CRB £12
<p>3 The club uses The FA Football Workforce resource so that all coaches and volunteers have job descriptions with clear roles and responsibilities</p>	All volunteers to have job descriptions	Year 1 and annually	Volunteer Coordinator Club committee	
<p>4 Increase the number of Level 2 coaches</p> <p>Encourage enthusiastic Level 1 coaches to progress</p>	5 new Level 2 coaches	Year 1 - 1 new Level 2 Year 2 - 1 new Level 2 Year 3 - 1 new Level 2 Year 4 - 1 new Level 2 Year 5 - 1 new Level 2	Volunteer Coordinator	£200 per person

Objective	Achievement targets	Timescale	Responsibility	Costs
5 Recruit new volunteers	10 volunteers	Year 1 and annually Two volunteers	Volunteer Coordinator	No cost
6 Ensure all existing coaches and appropriate volunteers have valid FA Emergency First Aid and Safeguarding Children qualifications Identify expiry dates of existing coaches and volunteers' qualifications	10 volunteers or coaches	Year 1 and annually Two volunteers or coaches	Volunteer Coordinator and Team Managers	£80 per person
7 All coaches to become members of the County FA Coaches Association Volunteer Coordinator to register all coaches	All coaches members of the County FA Coaches Association	Year 1 and annually	Volunteer Coordinator and Team Coaches	£10 per coach
8 Develop referees Develop referees in line with the growth of new teams	10 new referees	Year 2 - 3 new referees Year 3 - 3 new referees Year 4 - 2 new referees Year 5 - 2 new referees	Volunteer Coordinator and Team Managers	£75 per person
9 Increase the number of female coaches Actively identify and recruit female volunteers, parents and players to become coaches	5 new female Level 1s 1 new female Level 2	Year 1 and annually 1 new coach Year 3 - 1 level 2	Volunteer Coordinator	£100 per person £250

TIP: The Football Workforce is the backbone of grassroots football. Recruiting, retaining and recognition of your workforce is the corner stone of successfully delivering your Football Development and Business Plan.

TIP: Keeping track of a growing workforce can be difficult. To help organise this you can use the Club Register to monitor the details and qualifications of your volunteers as well as making sure they are kept up to date.

Objective	Achievement targets	Timescale	Responsibility	Costs
<p>10 Develop coaches to work with people with disabilities</p> <p>Identify coaches to do The FA's Coaching Disabled Footballers Course</p>	<p>6 new coaches completed FA Coaching Disabled Footballers Course</p>	<p>Year 1 - 2 coaches Year 3 - 2 coaches Year 5 - 2 coaches</p>	<p>Volunteer Coordinator</p>	<p>£50 per person</p>
<p>11 Develop Young Leaders</p> <p>Run a Junior Football Organisers course at the club and register the young leaders on to the Step into Sport Programme</p> <p>Identify and create roles for young leaders to support the development of the club</p>	<p>60 Young Leaders</p>	<p>Year 1 and annually - 12 Young Leaders</p>	<p>Volunteer Coordinator</p>	<p>£30 per person</p>

TIP: Use this section to plan the facilities you require to fulfil your Football Development Plan.

There may not be a need to complete this section if you have covered these matters in a separate Business Plan for a Football Foundation application.

FACILITY DEVELOPMENT		This section identifies the facilities required by the club to sustain and increase participation.		
Aim	<ul style="list-style-type: none"> To develop the appropriate facility structure to sustain and grow the club 			
Objective	Achievement targets	Timescale	Responsibility	Costs
1 Manage and maintain facilities to a high standard	Facilities managed and maintained to a high standard	Year 1 and annually	Club Committee	£5,000
2 Develop 2 additional Mini-Soccer pitches Work with County FA to investigate the prospect of applying to the Football Foundation	2 new Mini-Soccer pitches constructed	Year 3	Club committee	£30,000
3 Use local school for winter training Form partnership with local school and make booking	Local school used for winter training	Year 1 and annually	Secretary	£2,000
4 Use Local Authority site for future overspill of games Form partnership with Local Authority and make booking	Local Authority grass pitches used for overspill games	Year 3	Secretary	£1,000
5 All goalposts are safe Check goalposts before each game and replace when needed through applying to the Goalpost Safety Programme at the Football Foundation	All goalposts to be safe	Year 1 and annually	Secretary and Team Managers	£2,000

Your plan

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
08:00 - 09:00	Breakfast club	Breakfast club	Breakfast club	Breakfast club	Breakfast club		
09:00 - 10:00	Year 7 Curriculum	Year 8 Curriculum	Year 10 Curriculum	Year 9 Curriculum	Year 11 Curriculum	5-11s Coaching Centre	Junior Club Mini-Soccer Matches
10:00 - 11:00	Year 7 Curriculum	Year 8 Curriculum	Year 10 Curriculum	Year 9 Curriculum	Year 11 Curriculum	Junior Coaching 7-11 years	Junior Club Mini-Soccer Matches
11:00 - 12:00	Year 9 Curriculum	11 Curriculum	Year 8 Curriculum	Year 8 Curriculum	Year 11 Curriculum	Casual	Junior Club Mini-Soccer Matches
12:00 - 13:00		Lunchtime League		Lunchtime League		Casual	Casual
13:00 - 14:00	Year 10 Curriculum	Year 7 Curriculum	Year 9 Curriculum	Year 11 Curriculum	Year 8 Curriculum	Casual	Casual
14:00 - 15:00	Year 10 Curriculum	Year 7 Curriculum	Year 9 Curriculum	Year 11 Curriculum	Year 8 Curriculum	Disability Coaching	Casual
15:00 - 16:00	After School Clubs	After School Clubs	After School Clubs	After School Clubs	Casual	Disability Coaching	Casual
16:00 - 17:00	After School Clubs	Youth offending team	After School Clubs	Casual	Casual	Futsal League	5 a side league
17:00 - 18:00	Junior club	Junior club	Junior club	Junior club	Junior club	Futsal League	5 a side league
18:00 - 19:00	Junior club	Junior club	Junior club	Junior club	Senior club		
19:00 - 20:00	Senior club	Junior club	Junior club	Junior club	Youth Service		
20:00 - 21:00	Senior club	Junior club	Women 5-a-side	Futsal League	Youth Service		
21:00 - 22:00	Casual	Casual	Women 5-a-side	Futsal League	Youth Service		

TIP: Promoting success does not just mean winning the league. It could be achieving Charter Standard status or profiling a dedicated volunteer. By promoting your success you are also recognising the good work done by volunteers as well as increasing your profile in the community. The FA sometimes run promotion campaigns on various football development topics. Keep in touch with your local County FA Development Team regarding these.

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 it's membership and potential new sponsors.		
Aim	<ul style="list-style-type: none"> To actively promote and market all football opportunities available To increase the profile of the club throughout the local community 			
Objective	Achievement targets	Timescale	Responsibility	Costs
1 To increase the awareness of football playing opportunities in the local community To actively promote playing opportunities through posters in local community centres, schools and other community venues	Maximum squad number in all squads Posters displayed in community sites	Year 1 and annually Year 1 and annually	Team Manager / Press Officer	£50 each year for posters
2 To advertise for volunteers Promote opportunities through word of mouth, posters, leaflets and local media	Volunteers numbers increased in line with the increase of new teams	Year 1 and annually	Volunteer Coordinator / Press Officer	£100 posters and leaflets each year
3 Seek recognition of good football development work and recognise important role of club volunteers To apply for County FA Charter Standard Awards	Make application on annual basis	Year 2 and annually	Club Secretary	
4 To advertise success To run an annual awards night and issue ongoing press releases to local media Increase the general awareness of the football club Develop a website to promote football club	1 award night and minimum of 4 press releases per year Website developed and maintained	Year 2 and annually Year 2 and annually	Press Officer and Team Managers Press Officer	£500

Objective	Achievement targets	Timescale	Responsibility	Costs
<p>5 Communicate with parents</p> <p>Hold an annual parents' evening and bi-annual newsletter</p>	<p>Improved communication with parents</p>	<p>Year 3 and annually</p>	<p>Club committee / Press Officer</p>	<p>£200 per newsletter</p>
<p>6 Communicate with players</p> <p>Develop a website</p> <p>Team Manager to hold all player contact details</p>	<p>Improved communication with players</p>	<p>Year 2 and annually</p>	<p>Club committee and Team Managers</p>	
<p>7 Communicate with volunteers</p> <p>Through various committees and support groups described in 'Workforce Development'</p>	<p>Improved communication with volunteers</p>	<p>Year 1 and annually</p>	<p>Club committees</p>	

TIP: Think about the issues you want to address in your community. The examples below suggest a number of ideas that have worked well for other organisations. **Don't try and do everything, have a focus and be realistic!**

COMMUNITY AND EDUCATION		To engage with young people and contribute towards wider community benefits.		
Aim	● To engage with young people and contribute towards wider community benefits			
Objective	Achievement targets	Timescale	Responsibility	Costs
1 Set up a Friday night small sided youth league to help keep local young people of the streets.	30 young people per week participating	Year 2 and annually	Club committee	£500 per annum
2 Establish a homework club for young people before training. Make links with locals schools.	30 young people per week participating	Year 3 and annually	Club committee	£20 per evening
3 Make links with the local Connexions Service or Colleges to encourage young people to into education and training.	1 promotion session per term	Year 2 and annually	Club committee	
4 Promote health awareness to all club members. Establish links with local Health Promotion Workers and Primary Care Trust to deliver sessions.	2 sessions per year for adults 2 sessions per years for juniors and parents All players and parents given a football diet Posters in club house	Year 3 and annually	Club committee	£100 per year
5 To promote anti-racism and ensure that all members of the community are welcome. Advertise Club in local cultural centres.	Actively recruit 20% of players and coaches from ethnic minorities 1 'Kick it out' festival per year 'Kick it Out' posters in clubhouse	Year 1 and annually	Club committee	£500 per year