

Sample Football Development Plan



Football Development Planning

A guide for all organisations involved in providing opportunities in football in Berks & Bucks

Introduction

This guide is intended to assist clubs and organisations involved in football in Berks & Bucks to write a Football Development Plan. The guide will provide a framework for groups to follow to enable them to maximise the value of their resources and volunteers and provide suggestions of other organisations and initiatives that will be able to provide assistance.

Football Development Plans are vital for any pro-active club or organisation wishing to develop and expand the opportunities they provide. They are also an important requirement for most funding applications including the Football Foundation.

Why Plan?

Many football clubs or organisations involved in football are run by able and committed volunteers whose resources are often limited. Developing a plan will help ensure these resources are maximised and also help encourage additional resources both human and financial to be drawn into the club. This is because planning helps to:

- * Establish a clear purpose and direction
- * Establish priorities for the club/organisation
- * Encourage co-operation between individuals and organisations
- * Identifies common work areas and allows individuals and organisations to contribute to their strengths
- * Avoids duplication of effort and initiatives
- * Help attract and retain volunteers
- * Demonstrates to funding agencies that you fulfil their criteria and their resources will be well used.

Objective	Tactic	Achievement Target	Responsibility	Timescale	Finance	
<i>To increase the number of club coaches</i>	Identify all existing coaches and their qualifications	Audit of info 3 coaches achieving level 1.	Mr. Smith	May 2008	Nil	
	Identify which coaches would like to increase qualifications		Mr Smith	May 2008	Nil	
	Survey members to identify who would like to take coaching qualifications		Mr Brown	July 2008	£10 P&P	
	Contact SDO or NGB for details of appropriate courses		Mr Green	July 2008	£100 Course	
	Research possibility of coach bursaries		Mr Green	August 2008	£20 a Member	
	Offer to host future courses		Mr Green	August 2008	£20 Refreshments	
	<i>Develop school - club links</i>	Identify junior club contact (JCC)	Successful funding application	Committee	Jan 2008	Nil
		Identify P.E. co-ordinators at local school	10 weeks of coaching sessions at local school.	JCC	Feb 2008	Telephone call
		Apply for Small Grants Scheme	5 new players for U10s girls section.	JCC & Mr Jones	Feb 2008	Nil
		Arrange taster sessions at schools		Mr Jones	Feb 2008	
Arrange fun festival at club venue			JCC & Coaches	May 2008	£60 Coach Fees £100 Equip	

What is Football Development?

Football Development is about:

'Building a sound infrastructure to enable organisations to work together to provide quality opportunities for people of all ages regardless of gender, race or ability to participate in football in an appropriate and safe environment at a level of their choice.'

There are four main levels of participation and the link between the levels is called the *Football Development Pathway*. The four levels are outlined below.

Introduction - *Getting Started*

This is when people are introduced to skills and a sport for the first time, e.g. attending a primary school Football Festival.

Participation - *Keeping Going*

Having had a taster, people might now want to be involved in football on a regular basis eg football might be one of a number of sports that the person does on a weekly/monthly basis.

Performance - *Getting Better*

People may decide that they want to improve their skills through training e.g. the person may join a local club that provides the opportunity to receive coaching and be entered in competitions. This leaves less time to be involved in other sports.

Excellence - *Being the Best*

Having achieved success at club level the footballer may move to a Centre of Excellence or Academy with expert coaches that help them achieve their full potential.

Contacts



Berks & Bucks FA Football Development Contacts

Football Development Manager	Liz Verrall	liz.verrall@berks-bucksfa.com
Football Development Admin	Suzanne Blundy	development@berks-bucksfa.com
Football Development Officer	Paul Backman	Paul.backman@berks-bucksfa.com
Football Development Officer	Steph Litten	steph.litten@berks-bucksfa.com
Football Development Officer	Simon Wears	simon.wears@berks-bucksfa.com
Bucks Women & Girls Dev Officer	Lisa Welling	lwelling@buckssport.org
Berks Women & Girls Dev Officer	Naomi Ball	naomi.ball@berks-bucksfa.com
Referee Development Officer	John Scott	john.scott@berks-bucksfa.com
County Welfare Officer	David Lewis	david.lewis@berks-bucksfa.com

Summary

These few pages have hopefully explained what a football development plan is, the type of information it should contain and what steps your club should follow to produce one.

A quick reference checklist is identified below. And opposite is a list of people who will be available to support you through the process. Good Luck!

Have you.....

- * Formed a Planning group?
- * Identified why you are writing the plan?
- * Audited the club's current situation?
- * Set goals identifying where you would like the club to be in 3/5 years?
- * Broken the goals down into manageable tasks?
- * Identified who can help you and arrange to meet relevant people?
- * Allocated a person to co-ordinate each task?
- * Identified what resources will be needed?
- * Written the action plan?
- * Involved and informed all club members and supporting organisations of the plan's aims?
- * Organised review meetings?

What is a Football Development Plan?

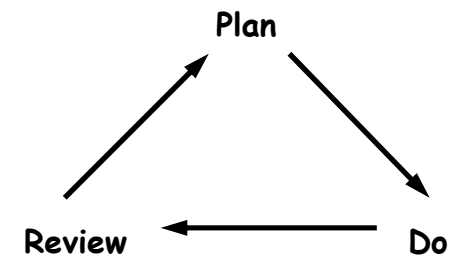
A development plan is a formal planning document that lays down your organisation's goals and the way in which you plan to achieve them. The plan should be a clear and simple document that will motivate your volunteers and members into action.

The plan should be a working document produced by and for your organisation, therefore no two club's plans will be the same. It is not something that is produced by one person for a grant application then forgotten about and left to gather dust.

To be successful a plan needs to

- * Involve the right people
- * Set a clear starting point
- * Have a clear vision of where you want to go
- * Be broken down into short, medium and long term goals
- * Have realistic timescales
- * Be owned by everyone

A good plan will be flexible enough to accommodate changes in the light of experience and to include new opportunities. The plan should be dynamic and continually reviewed, rolling through a process of:



How to produce a Football Development Plan

There are a number of steps to be taken when writing a plan

Step One: Form a planning team

Look for people who have an open mind, are good communicators and will win the trust of the rest of the organisation

Step Two: Where are we now?

Gather information on your current position. This section should provide an overview of the club's current situation and is an essential part of the plan, without a clear idea of where your club stands at present it is difficult to plan for the future.

One method for gathering information on the club is to perform a SWOT analysis (below). This will help you identify the club's strengths, weaknesses, possible opportunities and threats. The strengths and weaknesses refer to factors within your club whilst the opportunities and threats refer to external factors e.g.

Strengths

- * Strong support from parents
- * Committed and highly qualified head coach
- * Developing adult and junior section

Weaknesses

- * Lack of coaches for all sides
- * Limited club funds

Opportunities

- * OFA provide regular coach education courses
- * Large number of adult members interested in taking qualifications
- * Head coach willing to be a mentor for new coaches
- * Subsidies available from Council and F.A. through Charter Standard

Threats

- * Another club has started in a neighbouring town
- * Other sports are developing new junior activities

Step Three: Where do we want to be?

Once you have established where the club is at present you need to decide where you would like to be in 3 - 5 years time. You need to consider what you would like to be able to offer your members in the future and what are you doing now that you would like to be able to offer your members in the future and what are you doing now that you would like to do more, better, differently.

Step Four: How are we going to get there?

Now you have set goals of where you would like to be you need to decide how you will achieve these goals and the tasks you will need to complete to bring your vision to reality.

- * For each goal, list the main tasks you would need to complete to bring your vision to reality
- * Set these tasks against realistic timescales
- * List the resources that you are going to need to achieve the tasks.

Step Five: Into action

Action Plans need to be created and the responsibility of each task allocated to individuals/organisations or working groups.

You will need to consider:

Who could help you achieve your goals?

How much will each task cost in terms of money, time and other resources?

What local and national initiatives could assist you?

Step Six - Monitor, Review and Evaluate

Are you keeping to the plan? The plan needs to be monitored at least annually or at the end of each season. This will help identify any problems and provide the opportunity to re-assess priorities. At each annual review another year could be added to the plan.

To help you review the plan it may be beneficial to involve an outside person for example, the Oxon football Development Officer or the Local Authority Sports Development Officer. These people will be able to update the club on any new activities or initiatives the club may be able to benefit from.