

Berks & Bucks FA

Football Development



How successfully develop a football club.

This worksheet gives you more information and ideas of how to develop your club further improving the quality, numbers, and positive affect that it has on the members. The FA's Charter Standard will support clubs to achieve this and information on how to achieve this is available on the FA Charter Standard Club worksheet. Writing a development plan on what your clubs aims and ambitions helps provide direction for all those involved giving clear goals and pathways.

Increase your volunteer base.

A small committee is easy to manage however to develop your club you may need to increase the club officials, providing they are given roles & responsibilities rather than just job titles they should be able to help enhance your club.

Develop your volunteer base.

Asking your coaches to take a step from one coaching qualification to the next is often expensive and time consuming, but there are other opportunities to gain experience, 3 hour workshops run by County FA / Sport Partnerships these include goalkeeping, preseason, coaching 5-11 years olds, SAQ workshops, Fundamentals, Motivating your team, mentoring students, buddying and masterclasses. Again info on these courses could be linked to your website.

To grow your club you will probably need to increase your player base and the best way to do this is to set up links with local schools.

Schools are looking to link with

- Well run clubs (FA Charter Status is proof you are a well run club)
- Safe and enjoyable environments with FA Qualified coaches. at the younger age primary schools are often keen to involve parents and AOTTs (adults other than teachers) to come and support after school clubs.
- The schools usually request a minimum coaching qualification (FA level 1) and an enhanced CRB (nb. This may have to be provided by the county council rather than the FA) and a good manner with children
- Quite often the school will hire out their facilities and promote the club within the school.
- Young leaders : students aged 14 – 18 have signed up to do x amount of voluntary hours within the community. Could your club provide a positive experience that will make that student want to stay involved in the game as an assistant coach, official, website designer, 1st aider there are numerous roles a football club can provide.

Promote your club.

In this day and age the best way to promote your club is via a website. The County FA provide an information sheet on how to set up a club website. You can use this site to communicate with players / parents, display result, display club information codes of conducts etc, advertise for players, promote local business's that may be interested in sponsorship, the advantages are limitless



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Promote your club

Get into Football

