

Introduction

Your Football Development Plan toolkit has been designed to assist you to develop a Football Development Plan for your organisation. You can use this toolkit when developing a plan in connection with:

- FA Charter Standard
- Football Foundation funding

Your Plan

Your Football Development Plan may include a number of different ways on how to effectively use the power of football to build a better future. Whatever your project, you need to tell us about your overall objectives and how you plan to deliver them.

Developing a good quality Plan that sets the future direction of your organisation is one of the most important things you can do. Effective planning needs to be a shared process that involves the full community. This toolkit is designed to support you in this planning process.

Using your Toolkit

Your toolkit provides a framework that will support you to develop your plan. This framework is set around national football development priorities.

Each section of your plan is supported by guidance notes and a completed example.

Examples can be accessed by simply moving your cursor over the example button at the top of any section table, then follow the instruction to view an example. You can then click on My Plan to return.

Football Development Objectives

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 below to focus your ideas into a clearly defined vision, something that will inspire the people around you.

Your Vision	Example
<p>▶ Insert your vision here</p>	

Click here to view an example

Your vision can now be broken down into objectives.

Objectives
1) Club Development
2) Leagues, Competitions and Small-sided Football
3) Workforce Development (staff, coaches, tutors, referees, volunteers)
4) Football in Education
5) Women's and Girls' Football
6) Football for Disabled People
7) Race Equality (incl religion, refugees and asylum seekers)
8) Social Inclusion
9) Health
10) Communication and Marketing

The following pages include individual section plans for you to plan what your objectives are and how you will achieve them in more detail.

It can be tempting to set unrealistically high targets to impress funding partners, or to set very low targets for fear of failure. The Football Foundation have a robust Monitoring & Evaluation System to ensure that all funded projects meet football development outcomes and are supported to achieve them. Make your objectives SMART: **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**imed.

Club Development

Aim	<u>Example</u>
<ul style="list-style-type: none"> ○ Insert your aim here 	

Achievement Targets	<u>Example</u>
<ul style="list-style-type: none"> ○ Insert your Achievement Targets here 	

Your Plan					<u>Example</u>
Objective (what needs to be done?)	Tactic (how do you intend to achieve your objective?)	Achievement Target (what will be achieved?)	Responsibility	Timescale (when will you complete your objective?)	Finance (how much is it going to cost?)

Club Development Table

Example

	Year 1			Year 2			Year 3			Year 4			Year 5		
No of Teams	0			0			0			0			0		
	Boys	Girls	Disability	Boys	Girls	Disability	Boys	Girls	Disability	Boys	Girls	Disability	Boys	Girls	Disability
Age Groups															

Leagues, Competition and Small-sided Football

Aim	<u>Example</u>
<ul style="list-style-type: none"> ○ Insert your aim here 	

Achievement Targets	<u>Example</u>
<ul style="list-style-type: none"> ○ Insert your Achievement Targets here 	

Your Plan					<u>Example</u>
Objective (what needs to be done?)	Tactic (how do you intend to achieve your objective?)	Achievement Target (what will be achieved?)	Responsibility	Timescale (when will you complete your objective?)	Finance (how much is it going to cost?)

Workforce Development (staff, coaches, tutors, referees, volunteers)

Aim	<u>Example</u>
<ul style="list-style-type: none"> ○ Insert your aim here 	

Achievement Targets	<u>Example</u>
<ul style="list-style-type: none"> ○ Insert your Achievement Targets here 	

Your Plan					<u>Example</u>
Objective (what needs to be done?)	Tactic (how do you intend to achieve your objective?)	Achievement Target (what will be achieved?)	Responsibility	Timescale (when will you complete your objective?)	Finance (how much is it going to cost?)

Football in Education

Aim	<u>Example</u>
<ul style="list-style-type: none"> ○ Insert your aim here 	

Achievement Targets	<u>Example</u>
<ul style="list-style-type: none"> ○ Insert your Achievement Targets here 	

Your Plan					<u>Example</u>
Objective (what needs to be done?)	Tactic (how do you intend to achieve your objective?)	Achievement Target (what will be achieved?)	Responsibility	Timescale (when will you complete your objective?)	Finance (how much is it going to cost?)

Women & Girls' Football

Aim	<u>Example</u>
<ul style="list-style-type: none"> ○ Insert your aim here 	

Achievement Targets	<u>Example</u>
<ul style="list-style-type: none"> ○ Insert your Achievement Targets here 	

Your Plan					<u>Example</u>
Objective (what needs to be done?)	Tactic (how do you intend to achieve your objective?)	Achievement Target (what will be achieved?)	Responsibility	Timescale (when will you complete your objective?)	Finance (how much is it going to cost?)

Football for Disabled People

Aim	<u>Example</u>
<ul style="list-style-type: none"> ○ Insert your aim here 	

Achievement Targets	<u>Example</u>
<ul style="list-style-type: none"> ○ Insert your Achievement Targets here 	

Your Plan					<u>Example</u>
Objective (what needs to be done?)	Tactic (how do you intend to achieve your objective?)	Achievement Target (what will be achieved?)	Responsibility	Timescale (when will you complete your objective?)	Finance (how much is it going to cost?)

Race Equality (incl religion, refugees, asylum seekers)

Aim	<u>Example</u>
<ul style="list-style-type: none"> ○ Insert your aim here 	

Achievement Targets	<u>Example</u>
<ul style="list-style-type: none"> ○ Insert your Achievement Targets here 	

Your Plan						<u>Example</u>
Objective (what needs to be done?)	Tactic (how do you intend to achieve your objective?)	Achievement Target (what will be achieved?)	Responsibility	Timescale (when will you complete your objective?)	Finance (how much is it going to cost?)	

Social Inclusion

Aim	Example
<ul style="list-style-type: none"> ○ Insert your aim here 	

Achievement Targets	Example
<ul style="list-style-type: none"> ○ Insert your Achievement Targets here 	

Your Plan					Example
Objective (what needs to be done?)	Tactic (how do you intend to achieve your objective?)	Achievement Target (what will be achieved?)	Responsibility	Timescale (when will you complete your objective?)	Finance (how much is it going to cost?)

Health

Aim	<u>Example</u>
<ul style="list-style-type: none"> ○ Insert your aim here 	

Achievement Targets	<u>Example</u>
<ul style="list-style-type: none"> ○ Insert your Achievement Targets here 	

Your Plan					<u>Example</u>
Objective (what needs to be done?)	Tactic (how do you intend to achieve your objective?)	Achievement Target (what will be achieved?)	Responsibility	Timescale (when will you complete your objective?)	Finance (how much is it going to cost?)

Communication & Marketing

Aim	<u>Example</u>
<ul style="list-style-type: none"> ○ Insert your aim here 	

Achievement Targets	<u>Example</u>
<ul style="list-style-type: none"> ○ Insert your Achievement Targets here 	

Your Plan					<u>Example</u>
Objective (what needs to be done?)	Tactic (how do you intend to achieve your objective?)	Achievement Target (what will be achieved?)	Responsibility	Timescale (when will you complete your objective?)	Finance (how much is it going to cost?)

Programme of usage

This section of the toolkit will help you plan all the sports activities taking place in a typical week. By completing this exercise you will be able to establish if there is enough time for all the new activities you are proposing in your Football Development Plan.

This section of the plan is usually only appropriate for organisations that have their own facilities or applying for money to develop their own facilities.

You may find it useful to prepare more than one plan. For example, a programme of use for a synthetic pitch would change according to the season, you may need different plans for dark nights (winter training) compared to spring/summer.

Your Plan	<u>Example</u>						
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
08:00 –	▶	▶	▶	▶	▶	▶	▶
09:00							
09:00 –	▶	▶	▶	▶	▶	▶	▶
10:00							
10:00 –	▶	▶	▶	▶	▶	▶	▶
11:00							
11:00 –	▶	▶	▶	▶	▶	▶	▶
12:00							
12:00 –	▶	▶	▶	▶	▶	▶	▶
13:00							
13:00 –	▶	▶	▶	▶	▶	▶	▶
14:00							
14:00 –	▶	▶	▶	▶	▶	▶	▶
15:00							
15:00 –	▶	▶	▶	▶	▶	▶	▶
16:00							
16:00 –	▶	▶	▶	▶	▶	▶	▶
17:00							

Your Plan							Example
17:00 – 18:00	▶	▶	▶	▶	▶	▶	▶
18:00 – 19:00	▶	▶	▶	▶	▶	▶	▶
19:00 – 20:00	▶	▶	▶	▶	▶	▶	▶
20:00 – 21:00	▶	▶	▶	▶	▶	▶	▶
21:00 – 22:00	▶	▶	▶	▶	▶	▶	▶

What Next?

On completion of your football development plan please send to your County FA.

(Provide list of all County FA contact details)

Example - Football Development Objectives

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 below to focus your ideas into a clearly defined vision, something that will inspire the people around you.

Your Vision	My Plan
<p>The overall vision of the club is to provide quality, safe opportunities for young people of all ages in our community</p> <p>Provide a safe and positive alternative place to go other than playing on the streets.</p> <p>Help people realise their potential, develop personal skill and confidence.</p> <p>To introduce people to football regardless of age, sex, religion, ethnic background, ability and sexual orientation.</p>	

Click here to go back to your plan

TIPS:

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.

Your vision can now be broken down into objectives.

Example – Club Development

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

Aim	<u>My Plan</u>
<p>▶ To ensure that people of all ages and ability have the opportunity to play football</p>	

Achievement Targets	<u>My Plan</u>
<ul style="list-style-type: none"> • 10 Mini Soccer teams 	<ul style="list-style-type: none"> • 1 Male Senior Team
<ul style="list-style-type: none"> • 8 Youth Teams 	<ul style="list-style-type: none"> • 1 Junior Disability Team
<ul style="list-style-type: none"> • 4 Girls Teams 	<ul style="list-style-type: none"> • 1 Senior Disability Team
<ul style="list-style-type: none"> • 1 Female Senior Teams 	

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

Your Plan					<u>My Plan</u>
Objective (what needs to be done?)	Tactic (how do you intend to achieve your objective?)	Achievement Target (what will be achieved?)	Responsibility	Timescale (when will you complete your objective?)	Finance (how much is it going to cost?)
To achieve FA Charter Standard Community Club Status	To work with County FA Development Officer and club committee	FA Charter Standard Community award achieved	Secretary	Year 1	£0

Your Plan					My Plan
Maintain all existing teams	Maintain good level of support	All teams maintained	Team Manager	Ongoing	Ongoing
Develop new mini soccer teams every year in line with plan	Recruit volunteer coaches and advertise for players in local schools and the community	10 Mini soccer teams	Club Committee	2 Mini Soccer teams Year 1 2 Mini Soccer teams Year 2 2 Mini Soccer teams Year 3 2 Mini Soccer teams Year 4 2 Mini Soccer teams Year 5	Cost per year per team: Strips and equipment £500 Facilities (grass & winter training (£1000) Affiliation (County FA & League) £150 First Aid Kit £50
See Other Sections (Women & Girls, Disability)					

Club Development Table

My Plan

	Year 1			Year 2			Year 3			Year 4			Year 5		
No of Teams	12			16			18			20			22		
	Boys	Girls	Disability	Boys	Girls	Disability	Boys	Girls	Disability	Boys	Girls	Disability	Boys	Girls	Disability
Age Groups	U8, 8	U10		U8, 8	U10	U16	U8, 8	U10	U16	U8, 8	U10,	U16	U8, 8	U10	U16
	U9, 9			U9, 9	U12	Senior	U9, 9	U12	Senior	U9, 9	U12	Senior	U9, 9	U12	Senior
	U10, 10			U10, 10			U10, 10	U14		U10, 10	U14		U10, 10	U14	
	U11			U11			U11			U11	U16		U11	U16	
	U12			U12			U12			U12	Senior		U12	Senior	
	U13			U13			U13			U13			U13		
	U14			U14			U14			U14			U14		
	Senior			U15			U15			U15			U15		
				Senior			U16			U16			U16		
							Senior			U17			U17		
										Senior			U18		
													Senior		

TIPS: If you need information and advice on local leagues you can contact your local County FA. More information on futsal can be found at www.thefa.com

Example – Leagues, Competitions and Small-sided Football

Aim	<u>My Plan</u>
<p>▶ To provide all age groups with competitive opportunities to play football.</p>	

Achievement Targets	<u>My Plan</u>
<ul style="list-style-type: none"> All Mini Soccer teams in local mini soccer leagues 	<ul style="list-style-type: none"> 1 Senior disability team in Regional Ability Counts League
<ul style="list-style-type: none"> All Junior teams in the local youth league 	<ul style="list-style-type: none"> Be a central venue host to local mini soccer league
<ul style="list-style-type: none"> Run 1 annual mini soccer tournament 	<ul style="list-style-type: none"> 25 teams in local futsal league for adults
<ul style="list-style-type: none"> 1 junior disability team in Regional Ability Counts League 	

Your Plan					<u>My Plan</u>
Objective (what needs to be done?)	Tactic (how do you intend to achieve your objective?)	Achievement Target (what will be achieved?)	Responsibility	Timescale (when will you complete your objective?)	Finance (how much is it going to cost?)
To provide competitive opportunities of all mini soccer	Enter all teams in the soccer stars mini soccer league	All teams entered into league	Secretary	All teams in appropriate leagues in line with club development table	£100 affiliation per team
To provide competitive opportunities of all 11 a-side	Enter all teams in soccer stars youth league	All teams entered into league	Secretary	All teams in appropriate leagues in line with club development table	£150 affiliation per team

Your Plan					My Plan
To provide competitive junior football for people with disabilities	Enter team into Regional Ability Counts League	1 team will be entered	Secretary	U16 – Year 2	£0
To provide competitive senior football opportunities for people with disabilities	Enter team into Regional Ability Counts League	1 team will be entered	Secretary	Year 2	£0
To run an annual mini soccer tournament	To invite all local clubs to participate	Annual mini soccer tournament delivered	Club Committee	Annually from Year 1	Tournament will cover its own costs and make profit for the club
To be a central venue host for local mini soccer league	Agreement reached with local league	Venue used as a central venue site	Secretary	Annually from Year 1	£3000 income received from league through pitch hire ad snack shop income
To develop a futsal league	To get referees and coaches futsal qualified. Provide and develop the league in the community	25 teams in league	League Organiser	5 teams Year 1 10 teams Year 2 15 teams Year 3 20 teams Year 4 25 teams Year 5	

Example – Workforce Development

TIPS: To recruit volunteers you can advertise in local community centres, schools and other community based centres for coaches and also football volunteers.

Aim	<u>My Plan</u>
<p>▶ To develop and retain a qualified team to deliver the football development plan</p>	

Achievement Targets	<u>My Plan</u>
<ul style="list-style-type: none"> • 20 Qualified coaches completed Level 1 	<ul style="list-style-type: none"> • 10 volunteers completed First Aid for Sport
<ul style="list-style-type: none"> • 5 Qualified coaches completed Level 2 	<ul style="list-style-type: none"> • All coaches members of local Coaches Association
<ul style="list-style-type: none"> • 10 Qualified referees 	
<ul style="list-style-type: none"> • 1 qualified coach completed Level 3 	

Your Plan					<u>My Plan</u>
Objective (what needs to be done?)	Tactic (how do you intend to achieve your objective?)	Achievement Target (what will be achieved?)	Responsibility	Timescale (when will you complete your objective?)	Finance (how much is it going to cost?)
All coaches to be qualified to Level 1 (2 per team)	To access courses through Local County FA	7 Coaches Level 1	Secretary / Coaching Co-ordinator	All existing coach Year 1 8 Year 2 4 Year 3 4 Year 4 4 Year 5	Level 1 £100 per new person

Your Plan				My Plan
To develop 1 new Level 2 coach each year	Offer opportunities for people to access Level 2 Courses with Local County FA	1 Level 2 coach per year	Secretary / Coaching Co-ordinator	1 Level 2 Coach - Year 1 2 Level 2 Coaches - Year 2 3 Level 2 Coaches - Year 3 4 Level 2 Coaches - Year 4 5 Level 2 Coaches - Year 5
To develop 1 Level 3 coach	Offer opportunities for people to access Level 2 Courses with Local County FA	1 Level 3 coach	Secretary / Coaching Co-ordinator	1 Level 3 coach
To provide coaches with ongoing opportunities to develop	Join the County Coaches Association	Full club / all coaches to apply	Secretary / Coaching Co-ordinator	All existing coach Year 1 8 Year 2 4 Year 3 4 Year 4 4 Year 5
To ensure coaches are trained to treat player injuries	Coaches to attend First Aid for Sport Courses (1 per team)	All 10 Coaches qualified	Secretary / Coaching Co-ordinator	All existing coaches Year 1 4 Year 2 2 Year 3 2 Year 4 2 Year 5

TIPS: See TheFA.com/grassroots to develop an understanding of current FA Education initiatives or contact your local Football Development Officer for further information.

Example – Football in Education

Aim	<u>My Plan</u>
<p>▶ To ensure that all young people of all ages and abilities have the opportunity to participate in high quality football session in and out of schools hours, and are able to continue to play post 16.</p>	

Achievement Targets	<u>My Plan</u>
<ul style="list-style-type: none"> 7 schools achieve FA Charter Standard 	<ul style="list-style-type: none"> 2 lunchtime competitions established
<ul style="list-style-type: none"> 2 members of staff holding current FA qualifications 	<ul style="list-style-type: none"> 3 JFO courses delivered
<ul style="list-style-type: none"> 4 year groups to take football - boys and girls 	<ul style="list-style-type: none"> 1 Primary feeder festival
<ul style="list-style-type: none"> 3 year groups offered Out of Hours Football - boys and girls 	

Your Plan					<u>My Plan</u>
Objective (what needs to be done?)	Tactic (how do you intend to achieve your objective?)	Achievement Target (what will be achieved?)	Responsibility (who will make sure this is achieved)	Timescale (when will you complete your objective?)	Finance (how much is it going to cost?)
School to achieve FA Charter Standard.	To request a Charter Standard Application Form from the County FA and complete / work toward all criteria.	School achieves FA Charter Standard.	Head of PE	Year 1	£0

Your Plan					My Plan
All feeder Primary Schools to achieve FA Charter Standard.	To work with all P.E Coordinators / Primary Link Teachers.	6 Primary Schools achieved FA Charter Standard.	School Sports Coordinator.	Year 2	£0
All appropriate staff to be suitably qualified to deliver high quality football.	To develop staff through FA Level 2 Coaching Certificate.	2 members of staff achieved FA Level 2 Coaching Certificates	Head of PE / County FA	Year 3	£150 per person = £300
Football to be delivered in the curriculum for boys and girls.	To include football within the boys and girls curriculum. For years 7,8,9,10.	4 year groups offered high quality curriculum football.	Head of PE	Year 2 – Boys years 7,8,9,10. Year 2 – girls years 7,8. Year 3 – girls years 7,8,9 Year 4 – girls years 7,8,9,10.	£0
To offer OHSL football to 3 year groups for boys and girls.	OHSL football to be delivered by PE staff to years 7,8,9 for boys and girls.	3 year group offered OHSL football – boys and girls	PE Staff	Year 1 – years 7,8. Year 2 – years 7,8,9	£0
To establish lunchtime inter-form football competition.	To develop small sided inter-form competition for year 10,11.	2 lunchtime competitions established	PE Staff	Year 2	£0

Your Plan					My Plan
To deliver JFO courses to pupils	To train one member of staff to become and JFO teacher and deliver course to Year 10 pupils	1 JFO course delivered per year	School Sport Coordinator / County FA	Year 2	£15 pack cost per student
Deliver a football festival to all cluster primary schools	JFO pupils to organise and deliver festival.	1 festival delivered per year.	School Sport Coordinator	Year 1	£0

TIPS: County FA and County Sports Partnerships often offer support to establish girls and women's football through development officers. Contact your County FA development team for more details

Example – Women & Girls

Aim	<u>My Plan</u>
▶ To develop opportunities for women and girls of all ages to play football	

Achievement Targets	<u>My Plan</u>
• 4 girls teams	
• 1 women's team	
• 6 female level 1 coaches	
• 1 female level 2 coach	

Your Plan					<u>My Plan</u>
Objective (what needs to be done?)	Tactic (how do you intend to achieve your objective?)	Achievement Target (what will be achieved?)	Responsibility	Timescale (when will you complete your objective?)	Finance (how much is it going to cost?)

Your Plan					My Plan
Develop girls teams at U10, 12, 14, 16	To work with County FA and County Sports Partnership to access support to deliver 3Lions courses in local schools for girls (to generate interest) Advertise in Local paper	Girls team established at U10, 12, 14, 16	Youth co-ordinator / girls football co-ordinator	U10 – Year 1 U12 – Year 2 U14 – Year 3 U16 – Year 4	Cost per year per team: Strips and equipment £500 Facilities (grass & winter training (£1000) Affiliation (County FA & League) £150 First Aid Kit £50
Develop a women's senior team	Retain players progressing from U16's Advertise in local community and local media	1 women's team established	Secretary / girls football co-ordinator	Year 5	Cost per year per team: Strips and equipment £500 Facilities (grass & winter training (£1000) Affiliation (County FA & League) £150 First Aid Kit £50
Ensure that females are encouraged into volunteering and coaching roles	Actively encourage females to be officially involved with the club	5 female level 1 coaches 1 female level 2 coach	Secretary / girls football co-ordinator	1 female level 1 – Year 1 2 female level 1 - Year 2 3 female level 1 – Year 3 4 female level 1 – Year 4 5 female level 1 – Year 5 1 Female Level 2 – Year 3	Level 1 approximately £100 per person Level 2's approximately £200 per person

Example – Disability

TIPS: You can contact your local Day Care Centres and Special Schools to promote the opportunities for people with disabilities in your organisation.

Aim	<u>My Plan</u>
<p>▶ To ensure that football opportunities are inclusive for people with disabilities</p>	

Achievement Targets	<u>My Plan</u>
<ul style="list-style-type: none"> 4 coaches trained through Coaching Disabled Footballers course 	
<ul style="list-style-type: none"> 1 Junior disability team 	
<ul style="list-style-type: none"> 1 Senior disability team 	
<ul style="list-style-type: none"> Increased number of people with disabilities playing mainstream football 	

Your Plan					<u>My Plan</u>
Objective (what needs to be done?)	Tactic (how do you intend to achieve your objective?)	Achievement Target (what will be achieved?)	Responsibility	Timescale (when will you complete your objective?)	Finance (how much is it going to cost?)
All coaches to be trained to work with people with disabilities	Organise / attend Coaching Disabled Footballers course with County FA	4 Coaches attended Coaching Disabled Footballers Course	Secretary / Coaching Co-ordinator	2 Coaches Year 2 2 Coaches Year 3	Coaching Disabled Footballers course approximately £50 per person

Your Plan					My Plan
To establish a junior disability team	To work with local Special School to generate interest	1 junior team developed	Secretary	Year 3	Cost per year per team: Strips and equipment £500 Facilities (grass & winter training (£1000) Affiliation (County FA & League) £150 First Aid Kit £50
To establish a senior disability team	To work with local Day Care Centres to establish a new team for Local Ability Counts Competition. To advertise for players in Special Schools	1 Senior team	Secretary	Year 2	Cost per year per team: Strips and equipment £500 Facilities (grass & winter training (£1000) Affiliation (County FA & League) £150 First Aid Kit £50
To increase number of people with disabilities playing mainstream football	To advertise for players in Special Schools To have an inclusive policy regarding participation	Advertise in Special Schools Have an inclusive club policy	Club Committee Club Committee	Year 2 Year 2	£0 £0

Example – Equity & Race Equality

TIPS: It is important to work with key community centres and organisations in black & minority ethnic communities
 More information on The Equality Standard: A Framework for Sport can be found at www.sportengland.org

Aim	My Plan
▶ To promote and encourage participation in football for individuals from BME groups	

Achievement Targets	My Plan
<ul style="list-style-type: none"> • 5 volunteers / coaches from black & minority ethnic groups 	
<ul style="list-style-type: none"> • 25% of all new players from BME groups 	
<ul style="list-style-type: none"> • Foundation Level of Equity Standards: A framework for sport achieved 	
<ul style="list-style-type: none"> • 1 volunteer attended FA Football for All workshop 	

Your Plan					My Plan
Objective (what needs to be done?)	Tactic (how do you intend to achieve your objective?)	Achievement Target (what will be achieved?)	Responsibility	Timescale (when will you complete your objective?)	Finance (how much is it going to cost?)
To increase number of coaches and volunteers from black & minority ethnic groups	Encourage local people from black & minority ethnic groups to become involved in volunteering and coaching	1 volunteer per year from black & minority ethnic group	Club Committee	1 person Year 1 2 person Year 2 3 person Year 3 4 person Year 4 5 person Year 5	Level 1 @ £100 x 5 people = £500

Your Plan					My Plan
Increase participation from black & minority ethnic groups	Advertise in black & minority ethnic communities. Promote participation in community centres (e.g. for Chinese People) or religious centres (e.g. Mosques)	25% of all players in new team from black & minority ethnic groups	Team Managers	5% Year 1 10% Year 2 15% Year 3 20% Year 4 25% Year 5	£0
Achieve Foundation Level of The Equality Standard: A Framework for Sport	Work towards standard set in framework	Standard Achieved	Club Committee	Year 2	£0
Staff trained to deal effectively with equity issues	Attend Football for All Workshop run by County FA	Minimum 1 volunteer per year to complete workshop	Club Secretary	1 person Year 1 1 person Year 2 1 person Year 3 1 person Year 4 1 person Year 5	£0
Create an environment that promotes equality	To use FA promotional materials to display messages of equality (e.g. homophobia posters/leaflets)	Increased players and volunteers in line with above targets			

Example – Social Inclusion

TIPS: Working in partnership with key local agencies such as Positive Futures and your local Youth Service can provide support to ensure you can attract 'hard to reach' groups in the community.

Aim	<u>My Plan</u>
▶ To ensure that people of all social backgrounds have the opportunity to play football	

Achievement Targets	<u>My Plan</u>
• 25 people referred to club by key partner agencies	•
• 25 people from areas of deprivation	•
• 100 people attending 'Midnight Football' leagues on Friday evenings	•
•	

Your Plan					<u>My Plan</u>
Objective (what needs to be done?)	Tactic (how do you intend to achieve your objective?)	Achievement Target (what will be achieved?)	Responsibility	Timescale (when will you complete your objective?)	Finance (how much is it going to cost?)
To attract people from hard to reach groups	Work with agencies such as Positive Futures, Youth Services and local Police	5 people per year referred from key partners	Club Committee	5 people Year 1 5 people Year 2 5 people Year 3 5 people Year 4 5 people Year 5	£0

Your Plan					My Plan
Encourage more people from areas of deprivation	Promote and advertise club in areas of deprivation	5 people per year from areas of deprivation	Club Committee	5 people Year 1 5 people Year 2 5 people Year 3 5 people Year 4 5 people Year 5	£0
Provide local people with positive activity during times associated with nuisance behaviour	Run a midnight football league on a Friday night for 12-18 year olds	25 attending each session	Team manager, local police, Positive Futures team, Youth Service	25 people Year 1 25 people Year 2 25 people Year 3 25 people Year 4 25 people Year 5	Facility Hire @ £20 x 2 hours Staff @ £15 per hour x 3 = £85 per session

Example – Health

TIPS: Your local Primary Care Trust may have health promotion specialists to work in partnership with your organisation.

The FA support health awareness campaigns. Check www.thefa.com for latest promotions.

Aim	<u>My Plan</u>
▶ To promote healthy lifestyles and physical activity through football.	

Achievement Targets	<u>My Plan</u>
• 1 health awareness session per year with local health professional	
• All players provided with “football diet”	
• 1 health awareness theme supported per year	

Your Plan					<u>My Plan</u>
Objective (what needs to be done?)	Tactic (how do you intend to achieve your objective?)	Achievement Target (what will be achieved?)	Responsibility	Timescale (when will you complete your objective?)	Finance (how much is it going to cost?)

Your Plan					My Plan
To increase health awareness among players	To work with local health workers to run health promotion sessions To support FA and other health promotion	1 health awareness session 1 health promotion supported	Club Committee	1 health awareness + 1 promotion per year starting from Year 2	£0
To support reduction in childhood obesity	Players given opportunity for regular physical activity and diet information. Diet information also promoted to parents	All players promoted football diet	Team Managers	Year 2 and onward all players and parents provided with football diet	£50 administration to produce leaflets

Example – Communication & Marketing

TIPS: 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.

Aim	<u>My Plan</u>
▶ To actively promote and market all football opportunities available.	

Achievement Targets	<u>My Plan</u>
<ul style="list-style-type: none"> Maximum number of players in all squads 	<ul style="list-style-type: none"> Apply for County FA Charter Standard Awards
<ul style="list-style-type: none"> Number of new volunteers attracted is in line with development of new teams 	<ul style="list-style-type: none"> Website Developed
<ul style="list-style-type: none"> 1 annual awards night per year 	
<ul style="list-style-type: none"> Minimum of 4 press releases per year 	

Your Plan					<u>My Plan</u>
Objective (what needs to be done?)	Tactic (how do you intend to achieve your objective?)	Achievement Target (what will be achieved?)	Responsibility	Timescale (when will you complete your objective?)	Finance (how much is it going to cost?)

Your Plan				My Plan	
To increase the awareness of football playing opportunities in the local community	To actively promote the playing opportunities through posters in local community centres, schools and other community venues	Maximum squad number in all squads	Team Manager / Club Committee	Year 1 and ongoing each year	£50 each year for posters
To advertise for volunteers	Promote opportunities through word of mouth, posters, leaflets and local media	Volunteers number increased in line with the increase of new teams	Club Secretary	Year 2 and ongoing	£100 posters and leaflets each year
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	Club Secretary	Year 2 and ongoing	£0
To advertise success	To run an annual awards night and issue ongoing press releases to local media	1 annual award night and minimum of 4 press releases	Club Secretary / Team Manager / Club Committee	Year 2 and ongoing	£0

Your Plan					My Plan
Increase the general awareness of the football club	Develop a website to promote football club	Website developed and maintained	Website Manager	Year 2 and ongoing	£?

Example - Programme of usage

This section of the toolkit will help you plan all the sports activities taking place in a typical week. By completing this exercise you will be able to establish if there is enough time for all the new activities you are proposing in your Football Development Plan.

This section of the plan is usually only appropriate for organisations that have their own facilities or applying for money to develop their own facilities.

You may find it useful to prepare more than one plan. For example, a programme of use for a synthetic pitch would change according to the season, you may need different plans for dark nights (winter training) compared to spring/summer.

Your Plan							My 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	Junior Coaching 5-7 years	Junior Girls Coaching 5-7 years
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 Girls Coaching 7-11 years
11:00 – 12:00	Year 9 Curriculum	Year 11 Curriculum	Year 8 Curriculum	Year 8 Curriculum	Year 11 Curriculum	Casual	Casual
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	Youth offending team	Casual	Futsal League	Casual
17:00 – 18:00	Junior club	Junior club	Junior club	Junior club	Junior club	Futsal League	Casual

Your Plan						My Plan	
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	Casual		
20:00 – 21:00	5-a-side	5-a-side	Women 5-a-side	Futsal League	Casual		
21:00 – 22:00	5-a-side	5-a-side	Women 5-a-side	Futsal League	Casual		