

FARNBOROUGH OLD BOYS GUILD FC

# ***GROW YOUR WAY***

1★ CLUB DEVELOPMENT PLAN

Season 2022/23



**ACCREDITED**  
PART OF ENGLAND FOOTBALL

# FARNBOROUGH OLD BOYS GUILD FC

## ***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 five important areas:**

- Why you exist
- Planning your season
- Shaping your budget
- Running your club
- Marketing your club

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.](#)

## SEASON PLANNER

# WHY WE EXIST

Use this planner to set goals and create tasks to complete which will help you understand your clubs vision, and what its purpose is.

**Tip:** Visit our [England Football League and Club Hub](#) on YouTube for ideas and insights to help you develop a vision and mission for your club.



Objective	Timescale	Who is responsible?	Cost	When will you review this?
To provide the opportunity for adult and junior football to participate in grassroots football	Season 2022/23	The club committee	Continuous club running costs	Annually
To facilitate the local community and friends & families of members to socialise via football	Season 2022/23	The club committee	None	Annually
To keep players fit and healthy and improve skills	Season 2022/23	The club committee plus FA accredited coaches	Covered by match subscriptions	Monthly
To offer equal opportunities to play football to all adult and mixed gender youth teams	Season 2022/23	The club committee	Covered by match subscriptions	Seasonally
To assist our coaches and players in gaining FA coaching, medical, safeguarding and refereeing qualifications	Season 2022/23	The club committee	On a needs basis and to ensure that we are compliant with FA creditation	Quarterly

Season 2022/23

# YOUR SEASON PLANNER

Use this planner to set the goals and tasks you need to complete for a positive season on and off the pitch. Think about what needs to happen both monthly and weekly.

**Tip:** Visit our [England Football League and Club Hub](#) on YouTube for ideas and insights to help you plan ahead for a successful season.



Objective	Timescale	Who is responsible?	Cost	When will you review this?
Ensure our own facilities meet the needs for competition for the coming season	Maintained on a weekly basis	Club committee	£2000	Annually
Pitch maintenance	Maintained on a weekly basis	Groundsman appointed by the club committee	£2,500	Annually
Affiliation with local physio clinic	Seasonally	Club committee	£100	Annually
Affiliate with the Kent FA and complete league, cup, and player registrations	4 weeks	Club secretary	£400	Annually
Annual presentation evening and other periodic social events	Full season	Club committee	£600	Annually

Season 2022/23

# YOUR SEASON PLANNER

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**Tip:** Visit our [England Football League and Club Hub](#) on YouTube for ideas and insights to help you plan ahead for a successful season.



Objective	Timescale	Who is responsible?	Cost	When will you review this?
Book all courses in Sageguarding, Coaching,, and Medical that are required or due to expire	Full season	Club committee	£400	Monthly and annually
Ongoing advertising, website, and social media communication	Full season	Club IT officer and social media manager reporting to the club committee	£1000	Weekly

Season 2022/23

# YOUR BUDGET PLANNER

Use this planner to set the goals and tasks you need to complete for a clear plan for your club budget and finances.

**Tip:** Visit our [England Football League and Club Hub](#) on YouTube for ideas and insights to help you with your club finances.



Objective	Timescale	Who is responsible?	Cost	When will you review this?
Purchase and/or update new kit for all teams as required	Seasonally	Club committee	£2000	Seasonally
Purchase medical items for all teams' first aid kits as required	Seasonally	Club committee	£100	Monthly
Obtain sponsorship deals	Ongoing	Club committee and team mangers	n/a	Monthly
Ensure all coaches have access to club funding for qualifications	Seasonally	Club committee	£400	Monthly
Hiring of outsourced training facilities	Seasonally	Club committee and team mangers	£7,500	Monthly
Matchballs, training balls, and general match/training equipment	Weekly	Club committee and team mangers	£1,500	Monthly

Season 2022/23

# YOUR BUDGET PLANNER

Use this planner to set the goals and tasks you need to complete for a clear plan for your club budget and finances.

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Objective	Timescale	Who is responsible?	Cost	When will you review this?
Budget for the payment of all match day officials for all teams	Weekly	Club treasurer	£3,750	Monthly
General grounds, pitch, and facility maintenance	Monthly	Club committee	£7,000	Quarterly
Food for 2x vets teams	Weekly	Club treasurer and team managers	£1,225	Seasonally
Cup final / semi-final coaches	Seasonally	Club treasurer and team managers	£500	Seasonally
Unpaid player/team FA fines	Seasonally	Club secretary	£250	Monthly
Financial contribution to facility holders for weekend pitch use	Monthly	Club treasurer	£5,000	Quarterly
Budget for laundry services 5x senior teams	Weekly	Team managers	£1,820	Seasonally

# ***BUDGET OVERVIEW***



To download a Club budgeting template please click [here](#).

Season	Cost (£)
Total Projected Income	£32,000
Total Projected Expenditure	£31,000
Annual Balance	£1,000



# CLUB OPERATIONS PLANNER

Use this planner to set goals and the tasks you need to complete to build your volunteer team. It can also be used to identify key responsibilities for those who are already playing their part in your club.

**Tip:** Visit our [England Football League and Club Hub](#) on YouTube for ideas and insights to help you make the most of the people at your club.



Objective	Timescale	Who is responsible?	Cost	When will you review this?
Engage with the members to highlight volunteer opportunities	Seasonally	Club committee	£0	Monthly
Secure the continued services of existing volunteers	Daily	Club committee	£0	Monthly
Creating networks from within the club to generate volunteer interest	Monthly	Club committee plus managers	£0	Monthly
Advertising to the community to promote the club and highlight volunteer opportunities	Bi-monthly	Club treasurer and club IT officer	£200	Monthly
Use of social media to promote the club	Daily	Club social media manager	£0	Monthly
Continued website/newsletter services for club/team information	Weekly	Club IT officer	£400	Monthly

# 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



**Danny Saines**

Overall oversight, chairs meetings, chief club representative, bank payment authorisation

## PRESIDENT



**Ian Couchman**

Club ambassador and representative

## TREASURER



**Danny Saines**

Responsible for bank accounts, budgeting, debt collection, preparation of annual accounts

## SECRETARY



**Ian Couchman**

Club contact, head of administration tasks, pitch organisation

## IT OFFICER



**Colin Brazier**

Responsible for maintaining the website and club communications

## FIXTURE SECRETARY



**Paul Parsons**

Arranges fixtures and referees. Communicates with opposition on game confirmations

## WELFARE OFFICER



**Adam Dannatt**

Responsible for safeguarding children, monitoring junior teams, assisting DBS applications

## SOCIAL MEDIA MANAGER



**Jordan Glen**

Operates official club SM platforms. Monitors team SM accounts. Promotes club SM policy.

## ACCREDITATION FOOTBALL OFFICER



**Ian McGrath**

Organisation of and Kent FA communications for England Football Accreditation actions

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## **JUNIOR FOOTBALL DEVELOPMENT OFFICER**

**Paul Raggett** Responsible for growing and developing the junior section of the club. Liaises with all junior managers and child welfare officer.



## **SUNDAY XI MANAGER**

**Vince Wrey**

Squad + team selection. Football direction and strategy. Match day discipline



## **U15s COLTS MANAGER**

**Paul Raggett**

Squad + team selection. Football direction and strategy. Match day discipline. Runs training



## **FIRST XI MANAGER**

**Paul Eddleston**

Squad + team selection. Football direction and strategy. Match day discipline



## **RED VETS MANAGER**

**Damion Preston**

Squad + team selection. Football direction and strategy. Match day discipline



## **U13s MANAGER**

**Michael Clark**

Squad + team selection. Football direction and strategy. Match day discipline. Runs training



## **SECOND XI MANAGER**

**Jez Allen**

Squad + team selection. Football direction and strategy. Match day discipline



## **YELLOW VETS MANAGER**

**George Kleanthous**

Squad + team selection. Football direction and strategy. Match day discipline



## **U10s MANAGERS**

**Neil Pearce/Jon Gasson/Paul Embleton**

Squad + team selection. Football direction and strategy. Match day discipline. Run training

# MARKETING PLANNER

Use this planner to set goals and the tasks you need to complete to understand your market, and the methods you will use to listen to and communicate with them.

**Tip:** Visit our [England Football League and Club Hub](#) for ideas and insights into how to market your club and communicate effectively. Think about placement opportunities with local education providers, or give players within your club the opportunity to manage your online presence and social media content.



Objective	Timescale	Who is responsible?	Cost	When will you review this?
Maintaining ongoing social media accounts	Daily	Social media manager	£50	Monthly
Maintaining ongoing website services	Daily	IT officer	£750	Monthly
Maintaining ongoing advertising presence in Farnborough Local mag	Bi-monthly	IT officer	£200	Bi-monthly
Enter all Kent FA football competitions	Seasonally	Club secretary and managers	£400	Annually
Market the club to local companies for sponsorship	Ongoing	Club committee and managers	£0	Monthly
Approaches to local catchment schools for junior player recruitment	Ongoing	Junior section managers	£0	Quarterly

# ***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](#)