

# Easingwold Town AFC

## Football Development Plan 2013-2018



## **CLUB VISION:**

- To develop more and better players enjoying lifelong participation within Easingwold Town AFC.
- To develop a sustainable facility model at Bull Hill.

## **RESEARCH**

The Clubs vision was established as a result of consultation carried out with playing members, coaches, committee members and parents in October 2012. 77 people took part in the consultation and key priorities emerged:

- 94.9% of respondents rated the club good to excellent in developing football within the last 5 years (49.2% very good most popular response).
- 88.4% feel the club offer good to excellent value for money. (35.1% very good was most popular response)
- The only item offered by the club that was rated as poor was the winter training facilities. All of the other areas were rated good or better.
- 76.6% of people want to be updated by the website and the most popular mode of communication.
- The most important areas for the club to focus on going forward (each respondent ranked them from 1-7 to give us an average score for each item)
  - 2.36- Improve winter training facilities – by far the no1 priority to address (40.7% rated this no 1)
  - 3.35 Improve quality of coaching in junior section
  - 3.73 Invest to save schemes to reduce running costs
  - 4.36 provide additional midweek coaching for juniors
  - 4.38 Provide more opportunities for girls
  - 4.45 Senior teams (men and ladies) progressing through the leagues
  - 5.36 Improving communication

**CLUB DEVELOPMENT TABLE:**

SEASON 12/13		SEASON 13/14		SEASON 14/15		SEASON 15/16		SEASON 16/17	
18 TEAMS		21 TEAMS		22 TEAMS		25 TEAMS		26 TEAMS	
BOYS	GIRLS	BOYS	GIRLS	BOYS	GIRLS	BOYS	GIRLS	BOYS	GIRLS
U6 (Dev group)	U15 Ladies x2	U6 (Dev group)	U12 Ladies x2	U6 (Dev group)	U12	U6 (Dev group)	U12	U6 (Dev group)	U12
U7 (7v7)		U7 (5v5)		U7 (5v5)x2	U13	U7 (5v5) x2	U13	U7 (5v5) x2	U13
U8 (7v7)		U8 (7v7) x2		U8 (5v5)	Ladies x2	U8 (5v5) x2	U14	U8 (5v5) x2	U14
U9 (7v7) x2		U9 (7v7) x2		U9 (7v7) x2		U9 (7v7)	Ladies x2	U9 (7v7) x2	U15
U10 (7v7) x2		U10 (7v7) x2		U10 (7v7) x2		U10 (7v7) x2		U10 (7v7)	Ladies x2
U11 (11v11)		U11 (9v9) x2		U11 (9v9) x2		U11 (9v9) x2		U11 (9v9) x2	
U12 (11v11)		U12 (11v11)		U12 (9v9) x2		U12 (9v9) x2		U12 (9v9) x2	
U13 (11v11)		U13 (11v11)		U13 (11v11)		U13 (11v11)		U13 (11v11)	
U14 11v11)		U14 11v11)		U14 11v11)		U14 11v11)		U14 11v11)	
U15 (11v11)		U15 (11v11)		U15 (11v11)		U15 (11v11)		U15 (11v11)	
Seniors x3		U16 (11v11)		U16 (11v11)		U16 (11v11)		U16 (11v11)	
		Seniors x3		Seniors x3		Seniors x3		Seniors x3	
						Disability		Disability	

## GOAL 1: GROWTH AND RETENTION

**Aim:** To provide opportunities for people of all ages and abilities to play football.

Objective	Achievement target	Responsibility	Timescale	Additional cost to the club
Retain all existing teams. . Retain a good level of support to existing teams, including monthly Team Manager and Coaches meetings.	Club to run a minimum of 18 teams per season	Keith Guy Stuart Burton Mark Sherwood	Year 1 and annually	Built into current cash flow forecast.
Embrace 5v5 football at U7 and U8 and run 2 x teams at each age group every season.  Recruit players and coaches.	Taster sessions delivered in local primary schools  Recruit 2 x U7 teams per year	School Liaison Officer Keith Guy	Year 1 and annually	Affiliation fees, strips, 2 x Level 1 coaches = approx £800 per year
Enhance the girls section by developing a new U12 team each year	New U12 team established in year 2 and year 3.	Mark Sherwood	Year 2 and Year 3	Affiliation fees, strips, 1 x Level 1 coaches = approx £700 per year
Set targets on the number of U16 players being retained at the club in the three senior teams	50% of players to be retained each year	Stuart Burton Stuart Revell U16 manager	Year 2 and annually	
Work with North Riding County FA to incorporate a disability team within the club	Disability team established	NRCFA FDO Club committee	Year 2	

## GOAL 2: RAISING STANDARDS

**Aim:** To ensure that all people can play football in a high quality, safe environment that is free from abuse.

Objective	Achievement target	Responsibility	Timescale	Additional Cost to the club
Maintain FA Community Club Status by completing the annual health check.	Maintain a list of club volunteers coaching qualifications and CRB numbers to highlight gaps	Keith Guy	Ongoing	
	Book coaches onto appropriate courses	Keith Guy Stuart Burton	Annually	
	Ensure all key roles are filled e.g. volunteer coordinator, schools liaison officer etc	Stuart Revell	Club AGM annually	
	Complete health check every year	Keith Guy	March annually	
Attend Charter Standard Club Forum/ in-service training on an annual basis	Discuss at club committee and agree on a nominated person to attend	Keith Guy Stuart Revell	Ongoing	
Club welfare officer to attend regular training courses as arranged by North Riding County FA	Welfare officers qualifications permanently up to date.  Club follows best practice guidance on all welfare guidance.	Keith Guy	Ongoing	
Fully support The FA Respect programme.	Utilise Respect barriers on match days	All club managers	Ongoing	
	Every senior player and manager to sign the codes of conduct and display the latest versions within the clubhouse	Stuart Burton	Annually	
	Every junior player, parent and coach to sign the codes of conduct and display the latest versions within the clubhouse	Keith Guy	Annually	

### GOAL 3: BETTER PLAYERS:

**Aim:** To develop more technically gifted players within the club and develop a club playing philosophy throughout all age groups.

Objective	Achievement target	Responsibility	Timescale	Cost
Promote the FA Skills Centres on the club website and provide details to parents within the U6-U10 age groups.	Website updated  FA skills coach to deliver sessions within the club on annual basis	Mark Coulson Stuart Revell NRCFA	Year 1 and annually	
Host a York City FC Holiday course on an annual basis	Course runs annually	Stuart Revell York City FC	Year 1 and annually	Profit for club
Clubs junior teams to attend tournaments and festivals on an annual basis	Club secretary to promote opportunities to all team managers	Keith Guy	Annually	
Encourage all coaches who work with 5-11 year olds to hold the FA skills module	Promote and book people on future courses at York College	Keith Guy/ Volunteer Coordinator	Oct- Dec annually	See workforce section
One coach within the club per year to attend the FA Youth Award (Level 3) module 1	One coach per year to attend	Keith Guy	Annually	£140 per year
Positively promote boys and girls centres of excellence to talented junior players	When asked to nominate players provide the opportunity for the most talented players to attend trials	Team managers	Ongoing	
Utilise the Director of coaching and buy in additional support to provide coaching support to all team managers	Each team supported with 4 sessions per year from Director of coaching or external coaches to develop a club playing philosophy	Club committee Mark Sherwood	Year 1 and annually	Additional support needs costing.
Introduce 5v5 and 9v9 football in line with the youth development review	Teams and pitches configured ahead of the 2013/14 season	Club committee	Year 1	
Buy all coaches a copy of the FA's Future	All coaches to have a copy of	Mark Coulson	Year 1	18 copies of the

<p>Game document and arrange for a “future game workshop” to be delivered by the FA to bring the book to life.</p>	<p>“The future game” to aid them with session ideas,  3 hour workshop delivered by the FA.</p>		<p>Year 1</p>	<p>“Future Game” = £540  £30 per additional team annually</p>
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#### GOAL 4: RUNNING THE GAME

**Aim:** To ensure the club is managed and run effectively in accordance with FA guidelines and to provide structure, management and leadership to successfully deliver a Football Development Plan.

Objective	Achievement target	Responsibility	Timescale	Cost
Club football development plan should be reviewed at every club committee meeting.	Ensure "football development plan" is an agenda item at every club meeting.	Mark Coulson Stuart Revell	Bi monthly meetings	
Junior club coaches to meet once per month to discuss support needs and junior development	Organise a monthly coaches meeting	Keith Guy	Monthly meetings	
Club fundraising committee to develop an annual fundraising plan and deliver the events	Amount of money raised from special events	Ray Fletcher	Year 1	Estimated £10,000 of additional income
Introduce an annual membership fee and develop a members benefits package	Membership fee introduced	Ray Fletcher Club committee	Year 1	
Recruit a paid club manager who will be responsible to the club committee	Club manager recruited and delivering against set job description and work plans	Stuart Revell Club Committee	Year 1	Annual honorarium
Develop a kitchen rota for running the kitchen on weekends	Weekly rota in place	Stuart Revell	Year 1 and annually	
Develop an framework for sponsorship within the club	Sponsorship packages to be developed and in place ahead of the 2013/14 season	Ray Fletcher Stuart Revell	Year 1 and annually	
Annual business plan and cash flow forecast to be developed and reviewed at all committee meetings.	Business plan in place and monitored at committee meetings	Alf Boddison/ new treasurer Stuart Revell	Year 1 and annually	
Maintain positive relationships with Hambleton District Council	Funding secured from Hambleton District Council towards new land, 3G pitch and	Mark Coulson	Year 1 and annually	



and utilise S106 funding opportunities	Invest to save schemes			
Senior section to support the York Minster Engineering League by sitting on the management committee	Stuart Burton to attend league management meetings	Stuart Burton	Monthly meetings	
All junior and senior teams from U7-open age to affiliate by 1 <sup>st</sup> July every year	Both secretaries to submit paperwork to County FA and local leagues	Keith Guy Stuart Burton	June annually	
Organise an annual club tournament	Organise a club fun day in order to raise funding	Juniors Committee	Annually  Cost to club in Y1	Target to generate £2,000 income  £1,500 capital spend on tables and marquees in Y1
Develop and host a preseason competition for the Seniors	Invite local clubs to take part in the Easingwold Cup.	Stuart Burton	Year 1 and annually	Target £300 profit
Complete the annual health check before 31 <sup>st</sup> March each year	Community club status retained	Keith Guy	31 <sup>st</sup> March annually	
Attend the club structures and good governance workshop organised by the CFA	Attend the workshop.  Club committee to consider the current governance arrangement at the club	Stuart Revell	Year 2	

## ENABLER 1: WORKFORCE DEVELOPMENT

**Aim:** To create, develop and support an effective volunteer workforce within the club.

Objective	Achievement target	Responsibility	Timescale	Cost
All junior club coaches to hold the FA Level 1, FA CRB check and to be members of the FA Licensed coaches club.	Secretary to maintain an up to date list and book new coaches onto courses annually.  One coach per year to attend 4 day course.	Keith Guy	Year 1 and annually	£12 per check £120 per level 1 £12 per coach per year for FA licensed Club
Encourage all coaches who work with 5-11 year olds to attend FA Youth award (Level 3) Module 1	Book people on future courses at York College	Volunteer Coordinator	Year 1 and annually	course fees
Director of Coaching to maintain their FA Youth Level 3 Module 1	Coach to attend CPD sessions as required	Mark Sherwood	Ongoing	£100
Organise a "Future Game" workshop at the club for all coaches to attend	Workshop delivered	Mark Coulson	Year 1	
To run a junior football organisers course for the U15 and U16's annually to encourage them to volunteer back within the club. Register all 14-18 year old volunteers with Football Futures	Arrange for NRCFA to deliver the 6 hour course at the club prior to the summer club tournament	Keith Guy	January annually	Packs £10 each Tutor £110
Senior section to attend Charter Standard League CPD/ in-service	Depending on the type of training organise the appropriate senior	Stuart Burton	Ongoing	

sessions organised by the York Leeper Hare League	representative to attend			
All senior coaches to hold FA Emergency Aid or equivalent qualification	Book 1 <sup>st</sup> XI, 2 <sup>nd</sup> XI and U19 managers onto the appropriate courses as and when required	Stuart Burton	August annually	£15 per coach
All club coaches to undertake an FA CRB check before they deliver a session on their own	Club welfare to ensure all new coaches undertake the check when they become involved within the club	Keith Guy	August Annually	£12 per check
Club to nominate volunteers for the Charter Standard and football workforce awards	On receipt of the information from the CFA, this will be an agenda item and the committee meeting	Stuart Revell	Annually	£0

## ENABLER 2: FACILITY DEVELOPMENT

**Aim:** To develop a sustainable facility model at the club.

Objective	Achievement target	Responsibility	Timescale	Cost
Maintain all pitches and clubhouse to a good standard	Continue to buy in external contractors for the end of season renovation work  Nev Howell to maintain pitches on a weekly basis	Nev Howell	May annually	Approximately £6,000 per year
Buy a new tractor to allow the club to carry out the routine maintenance in-house	New tractor purchased.	Mark Coulson Nev Howell Stuart Revell	Year 1	£20,000 TPC £4,000 club plus part exchange
Build ball stop fencing along the fence line of the new pitches nearest the road.	Funding secured and fencing built	Mark Coulson Stuart Revell	Year 1	£5,500 cost
Work with the school as a key partner to build a 3G training facility in Easingwold.	Partnership agreement developed 3G pitch built	Mark Coulson Stuart Revell	Year 2	£106 money from HDC
Develop invest to save schemes at the club to reduce the clubs running costs and provide additional income	Pitch perimeter barrier installed and advertising space sold.	Mark Coulson Ray Fletcher	Year 1	£10,000 perimeter barrier TPC £3,000 cost to club
Purchase another set of movable 11v11 goals for the new 11 aside pitch	Goals purchased	Mark Coulson Stuart Revell	Year 1	£2,000
Make alterations to the clubroom to provide a bar and outdoor patio area to allow better use after games and as a venue for hire by local people	Clubhouse modified	Ray Fletcher Stuart Revell	Year 3	£10,000
Extend car park to provide more parking at the club	Additional car parking provided	Danny Gath Ray Fletcher	Year 2	£2,500 car park.

### ENABLER 3: PROMOTION

**Aim:** To actively promote all football opportunities to the local community and provide excellent communication to our members.

<b>Objective</b>	<b>Achievement target</b>	<b>Responsibility</b>	<b>Timescale</b>	<b>Cost</b>
Develop the website into an effective communication tool for the club and incorporate all sections within one website	Rebuild the website to become self managed and allow a host of new features to help reduce volunteer time.	Mark Coulson	Year 1	£2,000
Produce an electronic quarterly newsletter for parents and players promoting successes, opportunities and fundraising events	Newsletter issued on quarterly basis	Ray Fletcher	Year1	Incorporated within website cost
Senior sections to communicate with players through social media	Facebook accounts for seniors and Angels to be updated.  Twitter account to provide updates	Mark Coulson Mark Sherwood	Year 1	
Utilise the Easingwold Advertiser to publish clubs success stories	Match reports published each week	Stuart Burton Keith Guy	Ongoing	
Develop a whole club annual dinner to celebrate success	Club dinner to be held	Ray Fletcher	Year 1	