

Larne Grassroots Development Programme



Football Development Plan Example

2008 - 2013



Football Development Plan

This document and examples are available to help you produce a football development plan for your club and to think of the various areas your club might want to work in. Whatever your project you need to explain your overall objectives and how you plan to deliver them.

Developing a good quality plan that sets the future direction of your club is one of the most important things your club can do. Effective planning needs to be a shared process that involves the full community. I recognize that very few clubs will work in all of ten sections detailed below but only fill in the sections that relate to your club and your future projects.

Club Development

Include work that will help develop an IFA charter standard, build links between schools and football clubs and help players move from junior football to adult football.

League, Competitions and Small-Sided Football

Include work that will help develop and support different football leagues and competitions for players of different ages and abilities.

Workforce Development

Include work that will help to develop a workforce with the relevant knowledge and skills to develop football.

Football in Education

Include work that will help give pupils the opportunity to develop their football at school during curriculum and after school time.

Women's and Girl's Football

Include work that will help develop women's and girl's football at all levels for the players, coaches, volunteers and officials.

Disability Football

Include any plans you have to provide opportunities for people with physical and/or learning disabilities, including children with special needs, to take part in football

Race Equality

Include any plans you have to provide opportunities for people from ethnic minorities or religious backgrounds.

Social Inclusion

Include any plans you have to tackle antisocial behaviour and work with people who are hard to reach.

Health

Include any plans that you have to work with other projects to promote healthy lifestyle through sport. These might include Mental-health projects, work with the NHS or care trusts and or work with projects to deal with childhood obesity.

Communication and Marketing

Include details of how you plan to promote your project and how you and any other groups that use your facilities will make the most of them in the local area.



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

Example

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

Tip

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.

From this point your vision can now be broken down into objectives.



Objectives

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. Instead make your objectives SMART: **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**imed.

The following objectives will be discussed in this document.

1. Club Development
2. League, Competitions and Small-Sided Football
3. Workforce Development (staff, coaches, tutors, referees, volunteers)
4. Football in Education
5. Women's and Girls Football
6. Disability Football
7. Race Equality
8. Social Inclusion
9. Health
10. Communication and Marketing

Club Development



Aim

To ensure that people of all ages and ability have the opportunity to participate in football

Achievement Targets (Summary of the exact outcome of fulfilling specific objectives)

* 1 Male Senior Team	* 3 Junior Girls Teams
* 3 Mini Soccer Teams	* 1 Ladies Senior Teams
* 3 Youth Boys Teams	* 1 Junior Disability Team
	* 1 Senior Disability Teams

↑ See other sections (Women & Girls, Disability)

Your Plan

Objective (What needs to be done)	Tactic (How will you achieve)	Achievement Target (What will be achieved)	Responsibility (Who)	Timescale (When will you complete)	Finance (How much will it cost)
To achieve IFA Charter Standard in Mini Soccer, Youth and Senior Football	Work with IFA Grassroots Development Officer, Council Sports Development Officer and Club Committee	IFA Charter Standard in Mini Soccer, Youth and Senior Football	Club Secretary and Club Committee	Year 1	£0
Establish Male Senior Team	Recruit volunteer coaches, advertise for players in local press and hold trials evenings	1 Male Senior Team	Club Committee Director of Coaching	1 Male Senior team Year 1	Cost per year per team: Kits and equipment £500 Facilities £1000 Affiliation £150 First Aid Kit £50
Develop new Mini soccer teams every year in line will the plan	Recruit volunteer coaches and advertise for players in local schools and the community	3 Mini soccer teams	Club Committee Director of Coaching	1 Mini soccer team Year 1 1 Mini soccer team Year 2 1 Mini soccer team Year 3	Cost per year per team: Kits and equipment £500 Facilities £1000 Affiliation £150 First Aid Kit £50
Develop new youth teams every year in line will the plan	Recruit volunteer coaches and advertise for players in local schools and the community. Players to also come from previous mini soccer teams	3 Youth teams	Club Committee Director of Coaching	1 Youth team Year 3 2 Youth teams Year 4 3 Youth teams Year 6	Cost per year per team: Kits and equipment £500 Facilities £1000 Affiliation £150 First Aid Kit £50

Club Development Table



	Year 1	Year 2	Year 3	Year 4	Year 5
No.Teams	2	4	7	10	13
	Boys Girls Dis	Boys Girls Dis	Boys Girls Dis	Boys Girls Dis	Boys Girls Dis
Age Groups	MS U7/8 Senior	MS GYT U7/8 U10 U9/10 Senior	MS GYT U7/8 U10 U9/10 U12 U11/12 BYT U13 Senior	MS GYT DYT U7/8 U10 U16 U9/10 U12 U11/12 U14 BYT U13 U14 Senior	MS GYT DYT U7/8 U10 U16 U9/10 U12 U11/12 U14 Senior BYT Senior U13 U14 U15 Senior

Leagues, Competitions and Small-sided Football



Aim

To provide all age groups with competitive (opposition football in mini soccer) opportunities to play football

Achievement Targets (Summary of the exact outcome of fulfilling specific objectives)

* All Mini Soccer teams in local Mini Soccer League	* Junior Disability Team to enter IFA events
* All Boys Youth teams in local Youth Leagues	* Senior Disability Team to enter IFA events
* Senior Mens teams in local Amateur League	* Run on annual Mini Soccer Tournament
* All Junior Girls teams in local Girls Junior League	
* Senior Ladies in Senior Ladies League	

Your Plan

Objective (What needs to be done)	Tactic (How will you achieve)	Achievement Target (What will be achieved)	Responsibility (Who)	Timescale (When will you complete)	Finance (How much will it cost)
To provide opposition opportunities for all mini soccer teams	Enter all teams in the East Antrim Mini Soccer League	All teams to be entered into league	Secretary	All teams in appropriate leagues in line with club development table	£100 affiliation per team
To provide competitive opportunities for all youth teams boys and girls	Enter all teams into any of the youth leagues e.g. East Antrim Youth League	All teams to be entered into league	Secretary	All teams in appropriate leagues in line with club development table	£100 affiliation per team
To provide competitive opportunities the senior teams mens and ladies	Enter teams into amateur league structures	Both teams to be entered into league	Secretary	All teams in appropriate leagues in line with club development table	£100 affiliation per team
To provide competitive opportunities for the disability teams junior and senior	Enter teams into IFA Disability Football Events	Both teams to be entered into league	Secretary	All teams in appropriate leagues in line with club development table	Event costs?
To organise and run an annual mini soccer tournament	Invite all local clubs with mini soccer centres	Invite 5 teams at each mini soccer age group Annual Mini Soccer Tournament delivered	Secretary and Club Committee	Annually from Year 1	Tournament to cover costs and make profit for club

Workforce Development



Aim
To develop and retain a qualified team to deliver the football development plan

Achievement Targets (Summary of the exact outcome of fulfilling specific objectives)	
* Appoint a Director of Coaching	* 5 qualified referees
* All coaching staff to complete Level 1	* All staff to complete basic first aid training
* 6 coaches to complete Level 2	* All staff to complete child protection course
* 2 coaches to complete Level 3	
* 1 coach to complete Level 4	

Your Plan

Objective (What needs to be done)	Tactic (How will you achieve)	Achievement Target (What will be achieved)	Responsibility (Who)	Timescale (When will you complete)	Finance (How much will it cost)
Person to be selected to manage the coaches of the club			Club Committee	Year 1	£0
All coaching staff to be qualified at Level 1 (1 per team)	Access courses through Larne's IFA GDO	13 coaches qualified at Level 1 or above in five years 1 to be Director of Coaching	Secretary / Director of Coaching	Year 1 – 2 coaches Year 2 – 2 coaches Year 3 – 3 coaches Year 4 – 3 coaches Year 5 – 3 coaches	Level 1 - £200 Access funding through LBC Supporting Sport Grant
To develop 1 Level 2 coach each year	Access course through IFA National Coaching weeks	5 coaches qualified at Level 2 in five years 1 to be Director of Coaching	Secretary / Director of Coaching	Year 1 – 1 coach Year 2 – 2 coaches Year 3 – 3 coaches Year 4 – 4 coaches Year 5 – 5 coaches	Level 2 - £500 Access funding through LBC Supporting Sport Grant
To develop 2 Level 3 coaches	Access course through IFA National Coaching weeks	2 coaches qualified at Level 3 in 2 years 1 to be Director of Coaching	Secretary / Director of Coaching	Year 3 – 1 coach Year 4 – 2 coaches	Level 3 - £700 Access funding through LBC Supporting Sport Grant
To develop 1 Level 4 coach	Access course through IFA National Coaching weeks	1 coach qualified at Level 4 To be Director of Coaching	Secretary / Director of Coaching	Year 5 – 1 coach	Level 4 - £1000 Access funding through LBC Supporting Sport Grant
To develop 5 qualified referees	Access courses through IFA Referee Officer	5 qualified referees in four years	Secretary / Director of Coaching	Year 1 – 2 Year 2 – 1 Year 3 – 1 Year 4 – 1	Referee Course - £80 Access funding through LBC Supporting Sport Grant
To ensure all staff are qualified to treat player injuries	Access courses through Larne's IFA GDO		Secretary / Director of Coaching		Courses as part of Level 1 course BRC Course - £30
To provide opportunities for all staff to complete child protection training	Access courses through Larne's IFA GDO		Secretary / Director of Coaching		Courses as part of Level 1 course IFA Course - £30

Football in Education



Aim

To ensure that all young people of all ages and abilities have the opportunity to participate in high quality football session during curriculum and after school time.

Achievement Targets (Summary of the exact outcome of fulfilling specific objectives)

* Provide coaches for after schools coaching

* Provide coaches for post primary curriculum time

* Establish Primary schools tournament

Your Plan

Objective (What needs to be done)	Tactic (How will you achieve)	Achievement Target (What will be achieved)	Responsibility (Who)	Timescale (When will you complete)	Finance (How much will it cost)
To deliver a six week after schools coaching programme in four local schools	Establish links with school PE Coordinators	Boys and girls in four schools with receive high quality football coaching. Links will be created between club and local schools	Club Committee and Director of Coaching	4 schools per school year	Schools to pay £15 per session = £90 per school
To deliver a six week curriculum coaching programme in four local post primary schools	Establish links with Heads of PE	Boys and girls in four schools with receive high quality football coaching. Links will be created between club and local schools	Club Committee and Director of Coaching	4 schools per school year	Schools to pay £15 per session = £90 per school
To establish and deliver an annual primary school football tournament	Invite all local primary schools through their PE Coordinators	Competition between local primary schools will be established. Links will be created between club and local schools	Club Committee and Director of Coaching	1 tournament per school year	Facility Hire - £100 Prizes - £50

Women's and Girls Football Development



Aim

To develop opportunities for women and girls of all ages to participate in football.

Achievement Targets (Summary of the exact outcome of fulfilling specific objectives)

* 3 Junior Girls Teams

* 1 Women's Senior Team

* 3 Level One Women's Football Coaches

* 1 Level Two Women's Football Coach

Your Plan

Objective (What needs to be done)	Tactic (How will you achieve)	Achievement Target (What will be achieved)	Responsibility (Who)	Timescale (When will you complete)	Finance (How much will it cost)
Develop three juniors girls teams at under 10, 12 and 14 level	Recruit volunteer coaches and advertise for players in local schools and the community. Players to also come from previous mini soccer teams	3 Youth teams	Club Committee Director of Coaching	1 Youth team Year 2 2 Youth teams Year 3 3 Youth teams Year 4	Cost per year per team: Kits and equipment £500 Facilities £1000 Affiliation £150 First Aid Kit £50
Establish Women's Senior Team	Recruit volunteer coaches, advertise for players in local press, hold trials evenings and retain players coming through the under 14 team	1 Women's Senior Team	Club Committee Director of Coaching	1 Women's Senior team Year 5	Cost per year per team: Kits and equipment £500 Facilities £1000 Affiliation £150 First Aid Kit £50
To develop 3 Level 1 Coaches for the female section of the club Ensure that females are encouraged to be involved	Access courses through Larne's IFA GDO Actively encourage females involved currently with the club	3 Level One Coaches	Secretary Director of Coaching	Year 2 - 1 Level 1 Coach Year 3 - 2 Level 1 Coaches Year 4 - 3 Level 1 Coaches	Level 1 - £200 Access funding support through LBC Supporting Sport Grant
To develop 1 Level 2 Coaches for the Women's Senior team Ensure that females are encouraged to be involved	Access courses through Larne's IFA GDO Actively encourage females involved currently with the club	1 Level Two Coach for Women's football	Secretary Director of Coaching	Year 5 - 1 Level 2 Coach	Level 2 - £500 Access funding support through LBC Supporting Sport Grant

Disability Football



Aim

To ensure that football opportunities are inclusive for people with disabilities

Achievement Targets (Summary of the exact outcome of fulfilling specific objectives)

* 4 Coaching Disabled Footballers Coaches (with Level 1)

* 1 Junior Disability Team

* 1 Senior Disability Team

* Increase number of disabled players playing mainstream football

Your Plan

Objective (What needs to be done)	Tactic (How will you achieve)	Achievement Target (What will be achieved)	Responsibility (Who)	Timescale (When will you complete)	Finance (How much will it cost)
All coaches to be trained to work with players with a disability	Access course through Larne's IFA GDO	4 coaches to attend a Coaching Disabled Footballers Award	Secretary Director of Coaching	Year 4 - 2 Coaches Year 5 - 2 Coaches	CDFA - £30 Access funding support through LBC Supporting Sport Grant
To establish a junior disability football team	To work with local Special School to generate interest	1 junior team established	Secretary Director of Coaching	Year 4	Cost per year per team: Kits and equipment £500 Facilities £1000 Affiliation £150 First Aid Kit £50
To establish a senior disability football team	To work with local Special School and Adult Centre to generate interest Players to come through junior team	1 senior team established	Secretary Director of Coaching	Year 5	Cost per year per team: Kits and equipment £500 Facilities £1000 Affiliation £150 First Aid Kit £50
To increase the number of players with a disability playing mainstream football	Advertise for players in Special Schools Have an inclusive policy in regards to participation	Advertise in Special Schools Have an inclusive club policy	Club Committee	Year 4 and onwards	£0

Race Equality



Aim
To promote and encourage participation in football for individuals from black and minority ethnic groups.

Achievement Targets (Summary of the exact outcome of fulfilling specific objectives)
* 2 coaches from BME groups
* 10% of all players from BME groups
* Club Equal Opportunities Policy
* 1 volunteer to attend IFA Football 4 All workshops

Your Plan

Objective (What needs to be done)	Tactic (How will you achieve)	Achievement Target (What will be achieved)	Responsibility (Who)	Timescale (When will you complete)	Finance (How much will it 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	2 volunteer coaches in five years	Club Committee	2 volunteer coaches in five years	Level 1 @ £200 per person = £400
Increase participation from black & minority ethnic groups	Advertise in black & minority ethnic communities. Promote participation in community centres	10% of all players from BME groups	Team Managers	Year 1 – 2% Year 2 – 2% Year 3 – 2% Year 4 – 2% Year 5 – 2%	£0
Develop a Club Equal Opportunities Policy	Work towards a framework in line with the IFA Football 4 All Policy	Policy Achieved	Club Committee Community Officer	Year 1	£0
One member of club staff trained to deal with equity issues	Attend Football 4 All workshops	1 person to collect information from workshops and represent club in the community forums	Community Officer	Year 1 – 1 person Year 2 – 1 person Year 3 – 1 person Year 4 – 1 person Year 5 – 1 person	£0

Social Inclusion



Aim

To ensure that people of all social backgrounds have the opportunity to play football

Achievement Targets (Summary of the exact outcome of fulfilling specific objectives)

* 10 players referred to club by key partners

* 10 players from local areas of deprivation

* Club Equality Opportunities Policy

* 50 people attending Midnight Street Soccer

Your Plan

Objective (What needs to be done)	Tactic (How will you achieve)	Achievement Target (What will be achieved)	Responsibility (Who)	Timescale (When will you complete)	Finance (How much will it cost)
To attract people from hard to reach groups	Work with agencies such as Employment agencies, Youth Services and local Police	10 people in 5 years from key agencies	Club Committee Community Officer	Year 1 – 2 people Year 2 – 2 people Year 3 – 2 people Year 4 – 2 people Year 5 – 2 people	£0
Encourage more people from areas of deprivation	Promote and advertise club in areas of deprivation	10 people in 5 years from areas of deprivation	Club Committee Community Officer	Year 1 – 2 people Year 2 – 2 people Year 3 – 2 people Year 4 – 2 people Year 5 – 2 people	£0
Develop a Club Equal Opportunities Policy	Work towards a framework in line with the IFA Football 4 All Policy	Policy Achieved	Club Committee Community Officer	Year 1	£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	50 attending each session	Team Managers Community Officer Local Police Youth Service	50 people each year	Facility Hire - £20 x 2hrs Staff @ £15 phr x 3 = £85 per session

Health



Aim
To promote healthy lifestyles and physical activity through football

Achievement Targets (Summary of the exact outcome of fulfilling specific objectives)	
* All players provided with "season nutrition plan"	
* 1 health awareness session per year with parents	
* Health awareness themes supported by club	

Your Plan

Objective (What needs to be done)	Tactic (How will you achieve)	Achievement Target (What will be achieved)	Responsibility (Who)	Timescale (When will you complete)	Finance (How much will it cost)
To support reduction in childhood obesity	Players given opportunity for regular physical activity and season nutrition plan. Nutritional information also promoted to parents	All players promote "season nutrition plan"	Team Managers Director of Coaching	Year 2 and onward all players and parents provided with nutrition plan	£50 per year to make nutrition information booklet
To increase health awareness among players	To work with local health workers to run health promotion sessions To support IFA and other health promotion	1 health awareness session 1 health promotion supported	Team Managers Director of Coaching	1 health awareness + 1 promotion per year starting from Year 2	£0

Communication and Marketing



Aim
To actively promote and market the club and its available football opportunities

Achievement Targets (Summary of the exact outcome of fulfilling specific objectives)	
* Number of new volunteers in line with plan	* Nominate club for LBC Sports Awards
* Maximum number of players in each squad	
* At least 1 press release each month	
* 1 annual awards night	
* Develop Club Website	

Your Plan

Objective (What needs to be done)	Tactic (How will you achieve)	Achievement Target (What will be achieved)	Responsibility (Who)	Timescale (When will you complete)	Finance (How much will it cost)
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	Secretary	Year 2 and ongoing	£50 posters and leaflets each year
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 success	To run an annual awards night and issue ongoing press releases to local media	1 annual award night and minimum of 12 press releases	Secretary Team Managers Club Committee	Year 2 and ongoing	£0
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	£?
Seek recognition of good football development work and recognise important role of club volunteers	To apply for Larne Borough Council Sports Awards	Make application on annual basis	Secretary	Year 2 and ongoing	£0



Programme of Usage

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

Your Plan

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
08:00 – 09:00							
09:00 – 10:00							
10:00 – 11:00	Primary School Use	Primary School Use	Primary School Use	Primary School Use		Mini Soccer Matches	
11:00 – 12:00	Primary School Use	Primary School Use	Primary School Use	Primary School Use		Mini Soccer Matches	
12:00 – 13:00						Mini Soccer Matches	
13:00 – 14:00							
14:00 – 15:00			Post Primary School Use				
15:00 – 16:00			Post Primary School Use		Post Primary Match	Senior Mens Match	
16:00 – 17:00	Mini Soccer Training				Post Primary Match		
17:00 – 18:00	Mini Soccer Training						
18:00 – 19:00		Senior Mens Training		Senior Mens Training			
19:00 – 20:00		Senior Mens Training		Senior Mens Training			
20:00 – 21:00					Midnight Street Soccer		
21:00 – 22:00					Midnight Street Soccer		
22:00 – 23:00					Midnight Street Soccer		