

The FA Football Development Programme
Charter Standard Community Club

WARNDON VILLAGES FOOTBALL CLUB

Football Development Plan
Season 2015/2016 to 2019/2020



Get **into** Football



YOUR VISION

Our Vision is to develop a football club for the community of Worcester. We want to provide safe, high quality football for all aspects of the community. For the next five years, we want to finalise the organisational changes that will make the club a local “institution”, then move forwards to obtain permanent playing facilities from which to run. Ensuring all the time the club will not loose focus of the reasons why it was born, “to provide football to all, where there was previously none”, and hence we will continue to focus on the needs of the existing membership and for future potential membership to come.

CLUB DEVELOPMENT TABLE

	Season			Season			Season			Season			Season		
	2015 / 2016			2016 / 2017			2017 / 2018			2018 / 2019			2019 / 2020		
	Male	Female	Disab	Male	Female	Disab	Male	Female	Disab	Male	Female	Disab	Male	Female	Disab
U8	2			3			2			2			2		
U9	3			1			3			2			2		
U10	1	1		3	1		1	1		3	1		2	1	
U11	3			1			3			1			3		
U12	1	1		3	1		1	1		3	1		1	1	
U13	2			1			2			1			3		
U14		1		2	1		1	1		2	1		1	1	
U15	2						2			1			2		
U16	1			2	1			1		2	1		1	1	
U17	1			1			2						1		
U18								1		1	1			1	
Adult	1			1			1		1	1	1	1	1	1	1
Vets	1			1			1			1			1		

1. GROWTH AND RETENTION

This section identifies how the club plans to retain and grow provision and develop flexible club formats that will support existing players and introduce new male, female and players with a disability and from diverse communities in football.

AIMS

- WVFC will continue to expand it's activities underpinned by the Development Centre which will continue to run up to U11, but will develop a specific girls section and be open to the inclusion of the disabled.
- Objective is to achieve a development route for all ages and sexes within the next 5 years
- In order for WVFC to grow we need to identify and recruit children to pass through our development centre and play in our teams. Developing links with local schools will be an important aspect of achieving

OBJECTIVES	ACHIEVEMENT TARGETS	TIMESCALE	RESPONSIBILITY	COSTS
1.1 Increase awareness that the Development Centre is part of WVFC	a. Create a welcome letter that provides information regarding the club and will be handed out with the registration packs	September 2015	Chairman	N/A
	b. Obtain sponsorship to allow the purchase of WVFC flags that can be assembled outside the DC sessions	September 2015	Chairman	£300
	c. Improve the visibility of club merchandise within the DC	September 2016	DC Manager	N/A
1.2 Arrange friendly games with other clubs DC	Two friendly days to be held in 2015/16 season.	2015/16	DC Manager Club Secretary	N/A
1.3 Continue to create teams with children from development centre	A minimum of two teams at U8 annually	Ongoing	DC Manager	£1000 p/a

1. GROWTH AND RETENTION

OBJECTIVES	ACHIEVEMENT TARGETS	TIMESCALE	RESPONSIBILITY	COSTS
1.4 Identify a venue that has the facilities to offer both outdoor and indoor pitches to encourage participation levels to remain high during the winter months	a. Identify potential venues	November 2015	DC Manager	N/A
	b. Participation levels remain high during winter months	Ongoing	DC Manager	N/A
1.5 Create links with the local schools and increase the promotion of the development centre	a. Identify three local schools to create a link with	January 2016	DC Manager	N/A
	b. Distribute leaflets promotion the DC within the schools	February 2016	DC Manager	£300
	c. Increased participation levels at the DC	June 2016	DC Manager	N/A
	d. Attend the schools summer fairs to promote the DC and the club	Summer annually	DC Manager	N/A
1.6 Create links with local nurseries	Promote the DC with local nurseries for children starting Reception in the September	Spring annually	DC Manager	N/A
1.7 Offer a WVFC Football Camp	a. Identify coaches that would be willing to run the camp	Jan 2016	Board	N/A
	b. Create a one week football camp program	Feb 2016	Board	N/A

1. GROWTH AND RETENTION

OBJECTIVES	ACHIEVEMENT TARGETS	TIMESCALE	RESPONSIBILITY	COSTS
1.9 Girls Specific Development	a. Create a girls only development centre and link into the U10s team until enough participations warrant a split	Season 2015/16	Board	N/A
	b. Develop a girls specific course	End of Season 2015/16	Board	N/A
	c. Identify coaches that can work with schools after school to enable the above course to be offered	End of Season 2015/16	Board	N/A
	d. Open discussions with feeder hub schools to offer the course in point c with no cost to the school or players.	End of Season 2015/16	Board	N/A
	e. Offer an invitation for the girls to attend the girls DC	End of Season 2015/16	Board	N/A
	f. Identify young leader from the youth forum to help deliver the options available to girls	End of Season 2015/16	Board	N/A

1. GROWTH AND RETENTION

OBJECTIVES	ACHIEVEMENT TARGETS	TIMESCALE	RESPONSIBILITY	COSTS
1.10 Format transition strategy	a. Develop a format transition strategy to assist players and coaches when moving from one format to another.	2016/17 season	Board	N/A
1.11 Develop a link between youth football teams and adult/veterans	a. Create a link between the youth football and the adult team to encourage retention within the club	2017/2018	Board	N/A
	b. Create a link between the adult team and the veterans team to encourage retention within the club	2018/2019	Board	N/A
1.12 Build up a network and relationships with other local sporting clubs.	a. Contact and work with the Worcester Basketball team to offer game packages	Ongoing	Board DC Manager	N/A
	b. Contact and work with the Worcester Warriors to offer game packages	Ongoing	Board	N/A
	c. Contact and work with the Worcester County Cricket club to offer game packages	Ongoing	Board DC Manager	N/A
	d. West Bromwich Albion	Ongoing	DC Manager	N/A

1. GROWTH AND RETENTION

OBJECTIVES	ACHIEVEMENT TARGETS	TIMESCALE	RESPONSIBILITY	COSTS
1.13 Offer alternative opportunities to members	a. Create a WVFC youth forum	2016/17 season	Board	N/A
	b. Create and offer a 6 a side team for age groups where this is an interest	2017/18 season	Board	N/A
	c. Identify non football related roles and offer out to the members	2017/2018	Board	N/A
	d. Assign a training slot to members to play in a “kickabout”	2016/2017	Board	N/A
	e. Approach members to see if there is any interest in walking football with a view to creating a team	2016/2017	Board	N/A
1.14 Actively look to create a disability team	a. work with local clubs to identify players	2015/2016	Board	N/A
	b. create a team and register with a league	2016/2017	Board	N/A
1.15 Training schedule Process	a. Develop a process for allocating training slots at appropriate time slots based on age groups	2016/2017	Board	N/A

1. GROWTH AND RETENTION

OBJECTIVES	ACHIEVEMENT TARGETS	TIMESCALE	RESPONSIBILITY	COSTS
1.16 Develop a link with a club in a different county and arrange weekend tournaments	a. Identify possible link clubs	2016/17 season	Board	N/A
	b. Approach clubs and work together to create a link	2017/2018 season	Board	N/A
	c. Arrange first tournament	2019/2020 season	Board	N/A
1.14 Structure and Facilities	a. The club need to have the structure and facilities to allow teams to compete in the league of their choosing	Ongoing	Board	N/A
1.15 Relationship with leagues	a. Continue to develop a relationship with the leagues to assist with teams remaining competitive	Ongoing	Board	N/A
1.16 Member incentives	a. Offer incentives to members to encourage friends/relatives to join WVFC	Ongoing	Board	N/A

2. RAISING STANDARDS AND ADDRESSING ABUSIVE BEHAVIOUR

This section identifies ways in which the club can create a fun and safe environment for everyone involved in its structure. This includes how the club will raise standards of behaviour and ensure a safe and positive environment for children and venerable adults.

AIM

- Our most important obligation is to the safety and well being of the children associated to the club. Nothing must come second to this as the club continues to grow and improve
- The club will support and promote RESPECT amongst players, coaches and parents.

OBJECTIVES	ACHIEVEMENT TARGETS	TIMESCALE	RESPONSIBILITY	COSTS
2.1 Volunteer Process	Define a standard process for new volunteers coming into the club.	Start of 2016/17 season	Welfare Officer	N/A
2.2 Volunteer Register	Develop a volunteer register to record coaches qualifications and training courses to be tracked	Ongoing	Welfare officer	N/A
2.3 Non Qualified Coaches	Non qualified coaches need to be assigned to a qualified coach until relevant qualifications have been obtained	Ongoing	Welfare Officer	N/A
2.4 New Coach Onboarding	Develop an onboarding program for new coaches and volunteers coming into the club	by the end of 2015/16 season	Board	N/A

2. RAISING STANDARDS AND ADDRESSING ABUSIVE BEHAVIOUR

OBJECTIVES	ACHIEVEMENT TARGETS	TIMESCALE	RESPONSIBILITY	COSTS
2.5 Club Incentives and Roles	a. Conduct a review into how sustainable the reduction of fees is for volunteers	Ongoing	Chairman Treasurer	N/A
	b. Review all club roles and assign a trigger point of when that role needs to be reviewed to see if it should become a paid role	2017/18 Season	Chairman Treasurer	N/A
2.6 Coaching Pathway	Develop a coaching pathway for WVFC to allow coaches to see how the club would like them to develop	End of 2015/16 season	Board	N/A
2.7 Courses	Develop a standard for booking courses to ensure both the club and individual will benefit	End of 2015/16 season	Board	N/A
2.8 Match Officials for younger age groups	a. Discuss with WFA the possibility of running a mini soccer referee course	Sep 2015	Chairman	N/A
	b. Approach members who play on a Sunday and offer them an opportunity to ref the younger age groups on a Saturday	Ongoing	Board	£300
	c. Encourage the members to undertake the full referee course	Ongoing	Board	£3000

2. RAISING STANDARDS AND ADDRESSING ABUSIVE BEHAVIOUR

OBJECTIVES	ACHIEVEMENT TARGETS	TIMESCALE	RESPONSIBILITY	COSTS
2.9 Coaches Meeting	a. Coaches meetings to be held at least once a year	Ongoing	Board	£50
2.10 Code of Conducts	a. The clubs code of code of conduct should be changed to use the best practices issued by the FA	Start of 2015/16 season	Board	N/A
	b. Codes of conduct should be reviewed each season and any appropriate changes made	Ongoing	Board	N/A
2.11 Unregistered players	A standard needs to be created for players who want to train with teams but not sign. This would mainly be for age groups that are not covered by the DC	End of Season 2015/16	Board	N/A
2.12 Club Fines	a. Develop a tracking process for club fines to help identify any coaches/volunteers that may need help from the club	Ongoing	Board	N/A
2.13 Team Communications	a. Develop a standard communication pack that can be used by all coaches to ensure the same message is being delivered	2016/17 season	Board	N/A
	b. All coaches to hold a preseason meeting with parents	Ongoing from 2016/17	Board	N/A
	c. All coaches to hold a preseason meeting with players	Ongoing from 2016/17	Board	N/A

2. RAISING STANDARDS AND ADDRESSING ABUSIVE BEHAVIOUR

OBJECTIVES	ACHIEVEMENT TARGETS	TIMESCALE	RESPONSIBILITY	COSTS
2.14 FA Licensed Club	a. Actively encourage coaches to sign up to the FA Licensed club	Ongoing	Board	N/A
	b. Work with the WFA to hold an annual CPD event for WVFC to allow coaches to achieve their CPD hours in one event	2017/18 Season	Chairman	N/A
2.15 Club Identity	Develop a mission statement, values and philosophy	2017/18 season	Board	N/A

3. BETTER PLAYERS

This section identifies how the club will support every player to realise his/her potential – in particular support the development of skills at a younger age. The 5-11 year-old age group is absolutely crucial to embedding basic skills, enhancing enjoyment of the game, developing healthy lifestyles and creating a new generation of talented players

AIM

- To create a structure that promotes the continuous improvement of all of the players within the club
- To create a similar structure that promotes the continuous improvement of the coaches within the club

OBJECTIVES	ACHIEVEMENT TARGETS	TIMESCALE	RESPONSIBILITY	COSTS
3.1 Best Practice Sharing	Create a Coaches Corner on the clubs website to enable information sharing between coaches	2015/16 Season	Communications Manager	N/A
3.2 Capture HQ Software	a. Conduct a review of the Capture HQ software to assess suitability	December 2015	Board	N/A
	b. Develop a coaching booklet using the Capture HQ software that will become the coaching booklet for WVFC	From January 2016	Board	N/A
3.3 Knowledge Sharing	Work with coaches that have qualifications higher than level 1 to offer additional sessions to other teams within the club	2016/17 season	Board	N/A

3. BETTER PLAYERS

OBJECTIVES	ACHIEVEMENT TARGETS	TIMESCALE	RESPONSIBILITY	COSTS
3.4 Equipment	Offer all coaches the opportunity to purchase development equipment each season	2016/17 season	Board	£1000
3.5 High Potential Players	Create a process to identify and help high potential players to continue their development at a higher level	Season 2016/17	Board	None
3.6 DC to Teams link	Create a communication channel between the DC and teams to allow for players to move out of the DC earlier if possible	Season 2017/18	DC Manager Board	None
3.7 Additional Training	Allow registered players within teams to attend the DC for additional session at a discounted rate	January 2016	DC Manager Board	None

4. RUNNING THE GAME

This section focuses on the identification of ways to improve the efficiency and effectiveness of how the club is run.

AIM

- As WVFC grows we will need not only to be more financially astute but also more responsible, our aim will be to increase the efficiency with which we manage our members money and develop greater transparency and accountability into our process such that as the amounts get larger the overall processes are more robust.

OBJECTIVES	ACHIEVEMENT TARGETS	TIMESCALE	RESPONSIBILITY	COSTS
4.1 Registration process	a. Conduct a review of the registration process and ensure there is a step to inform the Communications Manager of any members that have requested their pictures to not be displayed on the website and social media	Ongoing	Board	N/A
4.2 Communication	a. Create a new website	September 2015	Communications Manager	N/A
	b. Gain access to the existing Facebook page and update with the correct details	September 2015	Communications Manager	N/A
	c. Identify a communication tool to allow for mass email and/or texts to be sent to members	Easter 2016	Communications Manager	N/A
	d. Implement the tool identified in step c above	2016/17 season	Board	N/A

4. RUNNING THE GAME

OBJECTIVES	ACHIEVEMENT TARGETS	TIMESCALE	RESPONSIBILITY	COSTS
4.3 Club Newsletter	Publish a club newsletter at least once a year	Annually	Board	None
4.4 Common documents	Identify and implement a cloud based solution to allow for common documents to be shared	December 2015	Communications Manager	None
4.5 Club Standards	a. Document a standard for sponsorship	Season 2016/17	Board	None
	b. Document a standard for booking courses	Season 2016/17	Board	None
	c. Document a standard for volunteer registration process	Season 2016/17	Board	None
	d. Document a standard for annual events, i.e. fun day, presentation day	Season 2016/17	Board	None
	e. Document a standard for club expenditure	Season 2016/17	Board	None
	f. Document a standard for creating the development plan	Season 2016/17	Board	None
4.6 Expense Claims	Conduct a review of the expense claim process and review if there are any areas for improvement	Season 2016/17	Chairman Treasurer	None
4.7 Club Structure	Review the club structure and recommend an changes needed to support this development plan	AGM 2015/16 season	Chairman	None

4. RUNNING THE GAME

OBJECTIVES	ACHIEVEMENT TARGETS	TIMESCALE	RESPONSIBILITY	COSTS
4.8 Improve transparency and accountability of purchased items	a. All purchasing requests need to be vetted by purchaser/treasurer/ chairman before approval by the board	Ongoing	Coaches Treasurer Purchaser Chairman	N/A
	b. Qualified requests will be signed off at board meetings	Ongoing	Board	N/A
4.9 Improve efficiency common documents	Upload copies of common documents to the clubs website to allow people to access them directly	End of Season 2015/16	Communications Manager	N/A
4.10 Improve efficiency of kit ordering process	Create a new spreadsheet for kit ordering and link to current stock	Start Season 2015/16	Chairman Kit Manager	N/A
4.11 Annual budget to be produced and regularly reviewed to allow budgeting of future spending	a. Budget to be produced in closed season	Ongoing	Treasurer Board	None
	b. Budget reviewed and approved by board	Ongoing	Board	None
	c. Bi-Annual review of performance against budget at board meetings and AGM	Ongoing	Treasurer	None
	d. Estimate of next season budget to be produced before end of season to allow communication of likely future fees	May each year	Board Treasurer	None

4. RUNNING THE GAME

OBJECTIVES	ACHIEVEMENT TARGETS	TIMESCALE	RESPONSIBILITY	COSTS
4.12 Sponsorship	a. Source a Fund Raising Manager	End of season 2015/16	Chairman	N/A
	b. Invite local businesses to participate in a closed auction for sponsorship	Season 2016/17	Fund Raising Manager	N/A
	c. Source a dedicated sponsor for the DC	Season 2016/17	Fund Raising Manager	+Ve
	d. Source a dedicated sponsor for other club events, i.e. presentation day, fun day	Season 2017/18	Fund Raising Manager	+Ve
4.13 Season Calendar	Devise a season calendar for board meetings, AGM, fun day and presentation day and publish at the start of each season	Season 2015/16	Secretary	N/A
4.14 Board Meetings Structure	Create a standard agenda for Board Meeting to add more structure	Season 2015/16	Chairman	N/A
4.15 Club Email Addresses	a. Research the options available to setup club email addresses to allow for succession planning	Easter 2016	Communications Manager	N/A
	b. Identify the best solution from a above and implement system	Season 2016/17	Communications Manager Board	N/A

4. RUNNING THE GAME

OBJECTIVES	ACHIEVEMENT TARGETS	TIMESCALE	RESPONSIBILITY	COSTS
4.16 Members Involvement	a. Develop a feedback form on the website to allow members to provide positive or negative feedback to the club	December 2015	Communications Manager	N/A
	b. Incorporate the feedback into the Board Meetings structure and reviewed monthly	January 2016	Chairman	N/A

5. WORKFORCE DEVELOPMENT

This section looks at how the clubs will recruit, train and develop the workforce that will support the administration, development and promotion of the club.

AIM

- As WVFC grows we will need to find new ways of securing and developing the services of a number of additional volunteers and inevitably some employed staff. In the spirit of the overall club ethos we will be looking to develop volunteers from all areas of the community.

OBJECTIVES	ACHIEVEMENT TARGETS	TIMESCALE	RESPONSIBILITY	COSTS
5.1 Club structure and roles	a. Conduct a review of the club structure	September 2015	Chairman	N/A
	b. Develop role descriptions and provide a guideline of the estimated hours per month by role	October 2015	Chairman	N/A
	c. Any changes identified by the review will be proposed at the AGM	November 2015	Chairman	N/A
	d. Recruit any vacant roles after the review	From December 2015	Board	N/A
5.2 Coaching Pathway	Develop a coaching pathway for WVFC to allow coaches to see how the club would like them to develop	End of 2015/16 season	Board	N/A

5. WORKFORCE DEVELOPMENT

OBJECTIVES	ACHIEVEMENT TARGETS	TIMESCALE	RESPONSIBILITY	COSTS
5.3 Coach Development	a. Use the new coaching pathway to encourage coaches to undertake additional courses	Season 2016/17 onwards	Board	£1000pa
	b. Invite the FA to Coaches meetings to help explain and promote the youth mods and FA licensed coach	Season 2015/16 onwards	Board	N/A
	c. Identify coaches and promote L2 course	Season 2015/16	Board	N/A
5.4 Development of young people	a. Define a club youth forum	End of Season 2015/16	Board	None
	b. Define and agree a clear set of objectives for the youth forum	End of Season 2015/16	Board	None
	c. Communicate and promote the youth forum both inside and outside the club	End of Season 2015/16	Board	None
	d. Introduce a Young Volunteer of the Year award for presentation day	End of Season 2016/17	Board	£50

5. WORKFORCE DEVELOPMENT

OBJECTIVES	ACHIEVEMENT TARGETS	TIMESCALE	RESPONSIBILITY	COSTS
5.5 Match Officials for younger age groups	a. Discuss with WFA the possibility of running a mini soccer referee course	Sep 2015	Chairman	N/A
	b. Approach members who play on a Sunday and offer them an opportunity to ref the younger age groups on a Saturday	Ongoing	Board	N/A
	c. Encourage the members to undertake the full referee course	Ongoing	Board	N/A
5.6 Security	a. All volunteers to be included in the health check generated by the FA.	Ongoing	Child Welfare officer Club Secretary	N/A
	b. New coaches to be identified earlier and booked onto courses	Ongoing	Child Welfare officer Volunteer coordinator	None
	c. New coaches without first aid and safeguarding to be assigned a fully qualified coach	Ongoing	CWO	None
5.7 Club Database	a. Develop a club database to hold information from the registration process of players, volunteers and board members	End of season 2015/16	Board	£200
5.8 Club Spirit	a. Develop ways to improve spirit within the club	End of season 2015/16	Board	None

6. FACILITY DEVELOPMENT

This section identifies the facilities required by the club to sustain and increase participation

AIM

- As WVFC grows and the number of teams increases we will inevitably need more facilities with which to run the club. Our overall aim is to develop, purchase or obtain a long term lease on facilities that we can truly call our home and where we can continue to develop.

OBJECTIVES	ACHIEVEMENT TARGETS	TIMESCALE	RESPONSIBILITY	COSTS
6.1 Facility Requirements	Improve the identification of number of teams for the following season earlier as an enabler to secure facilities from the local authority	Easter Each Season	DC Manager	N/A
6.2 Training Facilities	a. Continue to develop the relationship with the existing locations	Ongoing	Board	None
	b. Work with existing locations to see to secure facilities over a longer time period	Season 2016/17	Board	None
6.3 Board Meetings	a. Identify potential locations for Board Meetings	September 2015	Board	None
	b. Determine location and reach agreement	December 2015	Board	None

6. FACILITY DEVELOPMENT

OBJECTIVES	ACHIEVEMENT TARGETS	TIMESCALE	RESPONSIBILITY	COSTS
6.4 Storage Facilities	a. Review the requirements for storage facilities during the season.	October 2015	Board	N/A
6.6 Terms and Conditions	a. Perform a check to ensure terms and conditions are present for all locations	November 2015	Board	N/A
	b. Store all terms and conditions in the cloud solution	February 2016	Board	N/A
6.7 Long term development	a. Identify a process for potential facilities that will allow the club to continue to grow	Season 2015/16	Board	N/A
	b. Work with the FA and/or local authority to secure a long term agreement	Season 2016/17	Board	N/A

7. PROMOTION

Marketing and PR communication campaigns can play a significant role in helping deliver the key messages of the club around raising standards and safety in the youth section together with promoting the club to its membership and potential new sponsors.

AIM

- We need to continue to raise our profile both in the football and the wider community
- This can only be achieved by celebrating achievements but also by developing a suitable volunteer base to deliver what is needed.

OBJECTIVES	ACHIEVEMENT TARGETS	TIMESCALE	RESPONSIBILITY	COSTS
7.1 Raise club profile to facilitate the recruitment of players and coaches	a. Appointment of publicity manager to cover press releases, meet sponsorship commitments	Started July 2008	Board	N/A
	b. Develop and improve media coverage; <ul style="list-style-type: none">– Local newspapers– Local Radio– Website– Newsletter	Ongoing	Promotions and Communications manager	None
	c. Posters in schools	Started Sept 2008	School Club Link Co-ordinator	Minimal
7.2 Create a girls development centre	a. advertise this within the club, schools and local press using advertisements and flyers	Autumn 2009	Promotions manager and coaches	£100

7. PROMOTION

OBJECTIVES	ACHIEVEMENT TARGETS	TIMESCALE	RESPONSIBILITY	COSTS
7.3 Communication	a. Team newsletters	Quarterly	Communications Manager	£400
	b. Notice Board updates	Weekly	Communications Manager	None
	c. Website	Ongoing	Communications Managers	£100