

PHOENIX YOUTH FOOTBALL CLUB

GROW YOUR WAY

CLUB DEVELOPMENT PLAN

2022 - 2023



ACCREDITED
PART OF ENGLAND FOOTBALL

ADD CLUB'S NAME HERE

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 eight important areas:

- Identity
- Governance
- Football Development
- Finance
- Workforce and volunteers
- Facilities
- Community
- Marketing and Communications

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.

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 to help your club, visit [The League and Club Hub on YouTube](#).



IDENTITY

Identity matters. It says everything about your club: what it stands for, and how it behaves both on and off the pitch.

The club's visual identity (it's badge, colours etc.) should convey this identity.

Your templates to use:

- Your Journey So Far
- Vision, Mission and Values
- Developing Your Brand
- Creating Your Visual Identity
- Football Philosophy

YOUR JOURNEY SO FAR



ACHIEVEMENTS



HISTORY

We were established in 2019 which the sole goal of offering kids a better social environment than they were currently playing in at a more cost effective way for their parents.

We wanted to spend as much focus on the players off of the pitch as on the pitch and started the club based on a philosophy rather than results driven reasons.

MILESTONES

We started 3 seasons ago with 3 teams and 30 players, and have since built the club to 8 teams and over 100 players.

This included starting a Wildcats Centre and now have 3 Girls Teams.

We did not intend to build more teams, however, through word of mouth we just kept getting requests.

AMBITIONS FOR THE FUTURE

As football coaches we will endeavour to: Develop and prepare our players for the future, both on and off the field. Equally, if not more importantly, we reinforce non-football specific skills such as communication, teamwork, time management, responsibility, discipline and respect for all players.

Our ambitions are to continue with the teams we have now and provide the best experience for the players on and off the pitch and the most cost-effective way. We want to also focus on our current coaches and help their development too.

We are not results driven, however we want to develop our players to get them to the best they can be, whether they want to fully reach their potential or if they just want to play with their friends. Our ambition is to retain as many current players we have, or ensure that if they leave the club that they go on to play for teams that are more suitable for them.

A CLUB WITH VISION



Enjoy the beautiful game and have fun with your teammates.

CLUB STRATEGIC GOAL 1

Top Half Finish U13

Having gained promotion with our U13 team and taken on almost a new team for the Flames we would like to finish in the top half of the table.

CLUB STRATEGIC GOAL 2

Retain Players

We would like to retain over 80% of our current members for the 2023/24 Season



CLUB STRATEGIC GOAL 1

4 Social Events per Year

Inclusive to the current charging structure we would like to run 4 social events, per year (inclusive of End of Season Event)

CLUB STRATEGIC GOAL 2

Utilise SNAP Sponsorship

Now we have set up SNAP Sponsorship we need to focus on making this work for us and spend time working with SNAP to bring in addition funds

VALUES

Positive re-enforcement and more social activities away from football

VALUES

Offer and affordable option whilst giving the players the best possible experience at the club,

EVERYTHING SHOULD LADDER UP TO THE VISION

VALUES

Subsidise through Fundraising either through Fundraising days, grants of TeamFeePay

VALUES

Open up a Fundraising Role within the CLub

We encourage all of our youth players to have fun at all times.



FOOTBALL PHILOSOPHY

WHO WE ARE: How do your values shape the environment and experience at training, on the way to a game, in the changing rooms, on the pitch and after a game? What kind of support is in place for all those involved?

THE ENVIRONMENT

What is the environment you are creating to give everyone, at training and on a matchday, the opportunity to play and enjoy the game?

Do you differentiate between your football offering and the players you interact with? i.e. between playing for fun up to competition level, and between male, female and disability?

Enjoyment is central to football, particularly for children. While some set out on the pathway to becoming a professional, the vast majority play the game for fun. It's important that everybody involved in the sport helps maintain a positive environment that allows children to play freely.

Children have a massive capacity to think and behave creatively. An effective coach will support and encourage this in the football and Futsal games that they play. We want our players to play with freedom and enjoyment.

The better the environment we create for the players, the more everyone will enjoy the game. Greeting the opposition and the referee, putting on refreshments, appointing a Match Day Manager, are all ways in which any club at any level can start to make a difference on the day.

Things we do: Issue a Code of Conduct to everyone involved at the start of the season. Whatever your role – coach, parent, player, referee – turn up in good time. All players play a minimum 50%. Coaches to stay in the technical area, unless a player is injured. Spectators behind the barrier on the opposite side of the field. Applause for good play for BOTH teams. Only the coach to issue instructions to the players. Respect Handshake before the game. Handshakes all round after the game – regardless of the score.



FOOTBALL PHILOSOPHY

WHO WE ARE: How do your values shape the way in which you play the game, in possession, out of possession and in transition? How do you differentiate for players' needs as they rise through the ages and formats of the game? How do you coach to make that happen?

AGES AND PHASES

What does each players capabilities, individualism and degree of craftmanship look like across all 4 corners?

FOUNDATION PHASE (5-11)

Advanced technical coaching terms can confuse young players. Try to use appropriate language.

Instead of getting anxious and uptight on match day, try and relax and enjoy it.

Remember don't shout at match officials, children could copy your behaviour.

Reward effort rather than just ability. No one enjoys it when a game ends with an angry post mortem. You could save your feedback until training night.

Always try and be constructive whatever the result.

YOUTH DEVELOPMENT PHASE (12-16)

- observe the team
- reflect on their ability
- make decisions that support development.



FOOTBALL PHILOSOPHY

WHO WE ARE: How do your values shape the way in which you play the game, in possession, out of possession and in transition? How do you differentiate for players' needs as they rise through the ages and formats of the game? How do you coach to make that happen?

HOW WE COACH

How do you want your players to play when they are on the ball, off the ball and when the ball is turned over?

COACHING FUNDAMENTALS

We want to play ball-oriented football. Some may even argue that what a ball-oriented team does when they don't have the ball is more important than any other facet of the game, as ball-orientation is mainly about keeping the entire team inclined towards the ball and creating advantageous situations thereon. There are certain pointers which are absolutely non-negotiable for a team to be able to benefit from ball-orientation.

Hyper-Focus on the ball and the ball only - Every movement made by the team, irrespective of whether it is moving towards a flank or moving higher up the pitch, is based on the movement of the ball and not based on any other factor

Compactness vertically & horizontally - The team remains closely-knit both horizontally as well as vertically and this is the main reason why the team is able to defend in orientation to where the ball is as they cannot afford any gaps between the lines

Intense Pressing & Closing-down - Whenever the team decides to press or close down the opponent, there is no hesitation or skepticism in the minds of the players. There is only one reason why the press is activated and that is to win the ball back. Hence, the team goes all out with 100% intention to regain possession

Forcing opponent to take risks - We can call it a principle or simply a consequence of the way, a ball-oriented defends across the pitch. Whatsoever it is, it is an important aspect to keep in mind that the opponent in possession is put regularly in risk-reward situations. Owing to the ball-oriented team's structure, pressing and high defensive-line, the opponents are forced to take risky options which don't have proportional a reward possibility



GOVERNANCE

Governance is all about the systems, policies and procedures that you put into action to ensure your club always operates in the best possible way.

Your templates to use:

- Club Operational and Legal Structure
- Risk Management (SWOT/PESTLE analysis)
- Roles and Responsibilities

YOUTH CLUB STRUCTURE



Youth Teams

PHASE LEAD COACH

JEZ HORGAN

SAFEGUARDING LEAD

PHIL HALEY

Youth Teams

TEAM MANAGER/COACH

CUBS U8 GIRLS
SHAUN BRAZIER

TEAM MANAGER/COACH

CUBS U8 GIRLS
MARTYN BEER

TEAM MANAGER/COACH

WILDCATS U10
GIRLS
GARY STONE

TEAM MANAGER/COACH

WILDCATS U10
GIRLS
MIKE SWIFT

TEAM MANAGER/COACH

LIONESSES U12
GIRLS
CARLA LAVELL

TEAM MANAGER/COACH

LIONESSES U12
GIRLS
ROSS MASLIN

TEAM MANAGER/COACH

LIONESSES U12
GIRLS
ELLEN BADER

TEAM MANAGER/COACH

U10 MIXED
DAN PINE

TEAM MANAGER/COACH

U10 MIXED
JOHN HANNA

TEAM MANAGER/COACH

U11 MIXED
NIGEL PHILLIPS

TEAM MANAGER/COACH

U11 SPORTS MIXED
CLIFF WHATCROFT

TEAM MANAGER/COACH

U11 SPORTS
MIXED
CHRIS SAMUELS

TEAM MANAGER/COACH

U13 MIXED
JEZ HORGAN

TEAM MANAGER/COACH

U13 MIXED
STUART CRAIG

TEAM MANAGER/COACH

U13 FLAMES MIXED
CRAIG RICHMOND-
COLE

TEAM MANAGER/COACH

U13 FLAMES
MIXED
SCOTT FARRELL

TEAM MANAGER/COACH

TEAM MANAGER/COACH

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



STUART CRAIG

TREASURER



JEZ HORGAN

SECRETARY



JEZ HORGAN

WELFARE OFFICER

PHIL HALEY

RISK MANAGEMENT



Use this template to help your committee make the best decisions about the future of your club.

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS



FOOTBALL DEVELOPMENT

Football Development is the way in which a club grows its on-pitch activities across the club. Football Development activities cover performance and participation and include all formats of the game – as well as the growth and training of all matchday staff.

Your templates to use:

- Environment and Experiences
- Your offer – Teams, Pathways and Opportunities
- Team and Opportunity Growth Planner
- Education and Learning

TEAMS, PATHWAYS AND OPPORTUNITIES



Fill this template with the teams and opportunities you provide across competition and recreational football.

Add any links with other partner clubs and/or organisations.

This will help you spot any opportunities to grow the game, build relationships and formalise partnership opportunities.

Throughout the Player Pathway the core values of Phoenix Youth FC are clear to see with the players and coaches demonstrating professionalism through commitment, punctuality, presentation, and conduct. This teaches the players to always show respect to everyone, by promoting equality, positivity and humility while taking seizing opportunities through competition and showing hunger to continue learning by using reflection and taking ownership.

We do not have a pathway as far as having a feeder team at youth level, but instead prefer to keep the teams of same ages separate and develop each team through the age groups.

We do however have links with adult teams, when the players become of age to move on and also offer the opportunity for junior coaches and referees to develop through club funding.

We support and encourage players to take part in other sports, academy teams, and support any move to teams if it is in the best benefit of the player to develop.



FINANCE

Income, expenditure, cashflow, turnover and forecasting. These are just five aspects of financial management that every club must manage effectively to operate healthily, and to ensure the club can grow.

Your templates to use:

- Budget Overview
- Financial Budgeting
- Sponsorship Planning
- Funding

BUDGET OVERVIEW



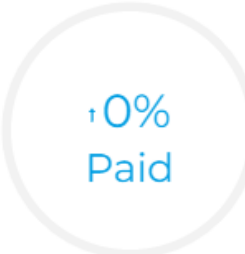
		Under 10's - 7v7	Under 11's - 9V9	Under 11's Sports - 9V9	Under 13's - 11v11	Flames U13 - 11v11	Lionesses U12 - 9v9	Wildcats - 7v7	Cubs U8's - 5v5	Total
League Registration	£3.00 per team	-£ 3.00	-£ 3.00	-£ 3.00	-£ 3.00	-£ 3.00	-£ 3.00	-£ 3.00	-£ 3.00	-£ 24.00
Player Registration	£4.00 per player	-£ 44.00	-£ 44.00	-£ 60.00	-£ 64.00	-£ 48.00	-£ 48.00	-£ 40.00	-£ 32.00	-£ 380.00
Dorset Entry Fee	£75.00 (DCFA) £65.00 (DYFL)	-£ 75.00	-£ 65.00	-£ 65.00	-£ 65.00	-£ 65.00	-£ 95.00	-£ 95.00	-£ 50.00	-£ 575.00
Club Affiliation	£22.00 per club								-£ 22.00	-£ 22.00
Personal Accident	£23.00 per team	-£ 23.00	-£ 23.00	-£ 23.00	-£ 23.00	-£ 23.00	-£ 23.00	-£ 23.00	-£ 23.00	-£ 184.00
Public Liability	£23.00 per club								-£ 23.00	-£ 23.00
Social Events	£15.00 per player	-£ 495.00	-£ 495.00	-£ 675.00	-£ 720.00	-£ 540.00	-£ 540.00	-£ 540.00	-£ 360.00	-£ 4,365.00
Pitches	£20.10 Mini / £25.10 9v9 / £41.95 11v11	-£ 402.00	-£ 502.00	-£ 502.00	-£ 839.00	-£ 839.00	-£ 502.00	-£ 502.00	-£ 402.00	-£ 4,490.00
Cup Games	£30.00 per team	-£ 30.00	-£ 30.00	-£ 30.00	-£ 30.00	-£ 30.00	-£ 30.00	-£ 29.00	-£ 30.00	-£ 239.00
Subs	£19.99 / £16.10 / £24.99	£ 2,198.90	£ 1,771.00	£ 2,415.00	£ 3,198.40	£ 2,398.80	£ 3,598.56	£ 2,998.80	£ 2,399.04	£ 20,978.50
TeamFeePay	10%	-£ 219.89	-£ 177.10	-£ 241.50	-£ 319.84	-£ 239.88	-£ 359.86	-£ 299.88	-£ 239.90	-£ 2,097.85
Total		£ 217.01	£ 247.90	£ 631.50	£ 950.56	£ 426.92	£ 737.70	£ 206.92	-£ 45.86	£ 1,072.65

SPONSORSHIP PLANNING



Sponsorship goal


14%
Target


0%
Paid

Current:

Target: £ 2,795
Attained: £ 400
Paid: £ 0
Outstanding: £ 400
In Negotiation: £ 0
Time period: 16.05.2022 to
16.05.2023

Historical:

Attained: £ 5,900
Paid: £ 0
Outstanding: £ 5,900

Future:

Attained: £ 0
Paid: £ 0
Outstanding: £ 0

[Set target >](#)



PREPARING FOR FUNDING



Use this template to prepare for any funding you are applying for.

Overview – Why, what, who and how
Why do you need the funding?
To support the emerging girls teams
What is the project?
Support, equipment and kit
Who will benefit?
The Female Teams
Can you evidence the need and the demand?
Yes

What are the benefits?
How many people will benefit from the project?
30
What will the outcomes and impact be?
Enhance support and coaching for the girls teams and highlighting awareness and growth of the female game

Budget and project management
How much do you need and what's the value for money?
£500
How will you manage the funding? Processes and procedures
Through individual budgeting
Who will manage the funding and the project?
Treasurer

PREPARING FOR FUNDING



Before applying for funding make sure your club is eligible for funding with your chosen funder, you should consider the following:

- Legally compliant
- Business case
- Meet the criteria
- Reviewed local facility football plan
- Have a fundraising team
- Spoken to your County FA

Top Tips:

- Use simple language, no jargon
- Don't use abbreviations
- Don't assume the funder will know how your particular target group is 'marginalised' or 'isolated'; spell it out for them
- Use your own words
- Use short sentences
- If using an application form, answer all questions (use 'not applicable' where appropriate)
- Provide all information as requested
- Make sure your application is legible
- Make sure the group is eligible to apply and meets the funders guidelines

Useful links:

[Sport England](#)

[The Football Foundation](#)



WORKFORCE AND VOLUNTEERS

This covers all the roles and responsibilities of your people – whether you have paid workers, volunteers, a combination of these and/or any other aspects of your club staff. It also focuses on how you support and encourage every member of your workforce to achieve your club's objectives and future ambitions.

Your templates to use:

- Our People and Role Profiles
- Training and support

OUR PEOPLE



Use this template to look at the people within your club and help you better represent our modern and diverse society across the game and within your community.

CLUB LEADERSHIP

What are the opportunities for your club leadership?

How do they reflect the diversity of your local community?

We promote all opportunities to everyone involved in the club from current coaches, parents and players. The club will help fund safeguarding and DBS requirements should someone wish to volunteer for the club. We also encourage development in coaching in all teams and aspects of the game, whether they be male, female or have a disability. We are a club who endeavours not to say No, should someone show an interest in helping to grow the club and add value to the club. In those instances we will support that person and help develop them.

As a club we promote Respect and Inclusion and have a diverse background of players, from different cultures. In the past we have also offered development of coaches at junior level, female and also emerging coaches from all different backgrounds. We actively promote the FA engagement with PRIDE, Kick it Out and Positivity, along with many others.

CURRENT VS TARGET

% of males in leadership roles:	90
% of women in leadership roles:	10
% of leaders with a disability:	0
% of leaders that from an underrepresented community:	0

ROLE PROFILE



Use this template to draft the information you will need to recruit new volunteers for roles within your club, and turn it into an advert.

TOP TIP: To help you select and develop the right person, ensure they are committed to your vision and want to serve your community



**EVERYTHING
SHOULD WORK
TOWARDS
THE VISION**

Role: FUNDRAISING OFFICER

Role purpose: To liaise with SNAP Sponsorship and TeamFeePay to bring in funds to support the club

Average number of hours per week: 2-3

Description: To Fundraise for the Club

Key attributes: To support our vision and our philosophy

Key tasks: Liaise with and set up fundraising opportunities and sharing it on social media



FACILITIES

Your club facilities are all the physical elements of your club – e.g. clubhouses, changing rooms, offices, pitches, floodlights – and all aspects of your stadium and grounds. Depending on your club's ambitions, you may need to source funding for any facilities projects you have in mind.

Your templates to use:

- Emergency Action Plan
- Pitch Planner – Playing and Training
- Team Facility Plan
- Pitch / 3G Hire Template

EMERGENCY ACTION PLAN



GRASSROOTS CLUB SAFEGUARDING RISK ASSESSMENT

EVENT DETAILS			
Phoenix Youth FC Training sessions and friendly matches			
VENUE		EMERGENCY PROCEDURES	
VENUE ADDRESS	Ferndown Leisure Centre	EMERGENCY ACTION PLAN:	As per website
VENUE LEAD CONTACT NAME	Jez Horgan, Club Secretary	LOCATION OF NEAREST DEFIBRILLATOR	Leisure Centre Reception
CLUB WELFARE OFFICER	Jez Horgan	LOCATION OF ANY ACCESS BARRIER KEYS, EMERGENCY VEHICLE ACCESS	Leisure Centre Reception
CLUB COVID-19 OFFICERS	Jez Horgan		

CLUB POLICIES AND PROCEDURES BEING FOLLOWED	YES	NO
Safeguarding Children	Yes	
Social Media Use	Yes	
Use of photography and filming	Yes	
Anti-bullying	Yes	
Code of conduct, including acceptable behaviour	Yes	
Other: GDPR/Privacy Notice	Yes	
Personal Accident and Public Liability Insurance Cover	Yes	

<https://www.phoenixyouthfc.com/club-policies.html>

EMERGENCY ACTION PLAN



Club contact details			
Club Name	PHOENIX YOUTH FC		
Club Address	51 Mossley Avenue	Postcode	BH12 5DH
Telephone	07889 156514		
First Aider / Helper Information			
Name	JEZ HORGAN	Mobile number	07889 156514
For queries about this EAP			
See relevant coach for First Aider on day of match			
First Aid Equipment and Facilities			
Item	Location		
Defibrillator	FERNDOWN LEISURE CENTRE		
Stretcher	AS ABOVE		
First Aid Room	AS ABIVE		

Access routes	
For Ambulance	Via Leisure Centre
From Pitch to Ambulance	
Other Information	
Nearest A&E / Trauma Hospital	Bournemouth Hospital
Fastest Route to A&E / Trauma Hospital	
Distance and Journey time	30 minutes
Nearest Walk-in Centre	
Alternative Trauma Hospital	Poole Hospital

TEAM FACILITY PLAN



Team name / age group	Facility name / Details	Day, time and duration	Matchday or training session?	Who is responsible for bookings?	Frequency of hire / length of booking	Cost
<i>EXAMPLE: U11s Wildcats</i>	<i>Foredyke Primary 9v9 pitch</i>	<i>Sundays 10.30am 60mins</i>	<i>Matchday</i>	<i>Joe Bloggs</i>	<i>Season, bi-weekly</i>	<i>£800-£1000</i>
All Teams	Ferndown Leisure Centre	Saturday Sunday	Match Days	Jez Horgan	Weekly	c£25.00
All Teams	Pelhams Leisure Centre	Tuesday Wednesday Friday	Training	Jez Horgan	Weekly	£23.00-£50.00



COMMUNITY

Focusing on the needs of your local community is central to the health and sustainability of your club. When creating your plan, it's vital to find out what local people and diverse groups want from you.

This might be more than just access to football: it could be the use of your clubhouse for social activities, for instance.

By becoming the centre of your community and playing a genuine role in hosting activities for local residents, you can also open doors to new partnerships and new funding sources.

Your templates to use:

- Identifying 'Community'
- Fan, Spectator and Member Engagement
- Community Event Planner

IDENTIFYING YOUR COMMUNITY



Population size of nearest city/town/village:

514,000

% of boys in our club: 70

% of girls in our club: 30

% of participants with a disability: 1

% of underrepresented groups: 35

Faiths represented in our club:

Muslim

Catholic

Christianity

Jewish

Schools within our locality:

Ferndown Middle School

Bournemouth School for Boys

Winton Primary School

Glenmoor and Winton Academy

Further education and higher education within our locality:

Potential community and partner organisations within our locality:

Ferndown Business

FAN, SPECTATOR AND MEMBER ENGAGEMENT



EXPERIENCE

What are the tactics you can use to give your fans, spectators and club members the best possible experience in a great environment? Give feedback to understand **WHY** some fans come and why others don't. **Think about:** accessibility, food, drink, toilets, signage, look and feel.

ACCESSIBILITY AND SIGNAGE

Car Parking

LOOK AND FEEL

Leisure Centre

FOOD AND DRINK

N/A

TOILETS AND FACILITIES

Leisure Centre



MARKETING AND COMMUNICATIONS

Marketing and Communications are focused on two things:

1. Generating positive awareness of your club and what it offers
2. Actively encouraging people to join or take part in activities your club provides

To implement both these elements effectively, you must identify your markets and what they want from you. Get this right, and your marketing and communications are more likely to succeed. It's also important to know who your competitors are off the pitch. For example, if you offer use of your clubhouse to local community groups, are your facilities of good enough quality, and are they competitively priced?

Your templates to use:

- Social Media Engagement
- Communications Plan

SOCIAL MEDIA ENGAGEMENT



PHOENIX YOUTH FOOTBALL CLUB

"As football coaches we will endeavour to: Develop and prepare our players for the future, both on and off the field. Equally, if not more importantly, we reinforce non-football specific skills such as communication, teamwork, time management, responsibility, discipline and respect for all players."

[Learn More](#)

phoenix_youth_football_club

481 posts 311 followers 373 following

Phoenix Youth FC
Amateur sports team
"As football coaches we will endeavour to: Develop and prepare our players for the future, both on and off the field."
www.phoenixyouthfc.com

SOCIAL MEDIA ENGAGEMENT



Use this template to plot out what social media platforms you will use.



FACEBOOK , Twitter and Instagram

What will you use it to post about?

Club Events, Fundraising, Player Engagement

How often will you post?

Weekly

Who are you talking to?

Parents, players, local business, sponsors, public

What is your tone of voice?

POSITIVE

USEFUL LINKS

England Football Resources

[England Football – Leagues & Clubs](#)

[England Football Accreditation](#)

Club Learning Opportunities

[YouTube - The League and Club Hub](#)

[The Grassroots Football Hub Events](#)

[England Football Learning Bootroom](#)

Club Resources

[Club Structures Guide](#)

[Contact details for County FAs](#)

Other Grassroots Support

[Football Foundation](#)

[Football Foundation – Local Plans](#)

[Sport England](#)

[Sport England – Funding](#)