

Piddlehinton United FC

GROW YOUR WAY

1★ 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 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?
Provide opportunity to all who wish to play men's adult football	Ongoing	Everyone involved with the club	N/A	Yearly
Retain current First Team	This Season	Club management and officials	Kit, Pitches, Training, league fees	Half-Yearly
Develop links with local youth teams to give players a place to go after junior football	Ongoing	Club management and officials	N/A	Yearly
Explore possibility of reserve team in the future	3 years	Everyone involved with the club	Additional kit, training and pitch fees	Yearly
To maintain FA accredited status	Yearly	Club secretary and officials	N/A	Half-Yearly

2022/2023

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?
Fulfil every fixture with no cancelations without prior notice	One Year	Players, manager	N/A	Week-by-Week
Maintain positive bank balance throughout season	One Year	Players, treasurer	N/A	Monthly
Ensure all bills and payments are made on time	Case-by-case basis	Treasurer, secretary	N/A	Monthly
Be competitive in the Dorset division 2	One Year	Players, manager	N/A	Monthly
Give young players a fair amount of game time	Ongoing	Managers	N/A	Monthly

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?
Set subscription costs and match fees	July/August	Club committee and treasurer	Expected expenses for season	Ongoing
Review annual accounts	April/May	Club committee and treasurer	Ensure club remains solvent	End of May
To liaise with current and future sponsors	Ongoing	Club committee	Nil – but may provide income	Ongoing

BUDGET OVERVIEW



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

Season	Cost (£)
Total Projected Income	Subscriptions - £450 Match Fees - £1320 Sponsors - £200 Fundraising - £500 Total - £2470
Total Projected Expenditure	Affiliation - £300 Insurance - £200 Signing on Fees - £150 Pitches - £400 Training - £500 Equipment - £200 Ref Fees - £480 Total - £2230
Annual Balance	£240 + £1200 rolled over from last season

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?
Find a new secretary to take over from current secretary	3 months	Committee, club officials	N/A	Week by week
Ensure the management are given the tools needed to be successful	1 Year	Committee, club officials, players	£200 – Balls, bibs, cones, goals etc	Half-Yearly
Ensure all volunteers are recognised at end of season presentation	1 Year	Players, committee, supporters	£50 – Thank you gifts	Half-Yearly
Build and maintain positive relationships with local area. Such as leisure centre, local pub etc	Ongoing	Everyone	N/A	Yearly.

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

Ben Jeans
General overseeing of club
Chair meetings

Treasurer

Matt Frampton
Prepare annual accounts
Budget and advise fees

Manager

Tom Bracey + Rob Minhinick
Squad selection
Run training

SECRETARY

Mike Hansford
Arrange fixtures
Ensure players signed on

Club development officer

Derek Hansford
Increase participation
FA initiatives

WELFARE OFFICER

Derek Hansford
Looks after welfare issues
Spectator behavior

Vice Chairman

John Frampton
Assist the chairman and fulfil responsibilities when chairman is away

These appointments will be subject to review at the AGM to be arranged April/May 2023

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?
Ensure club can access all sponsor opportunities	Ongoing	Club committee	N/A	Ongoing
Ensure club take investment opportunity	Ongoing	Club Committee	N/A	Ongoing
Ensure club looks for grant opportunities	Ongoing	Club Committee	N/A	Ongoing
Be active on social media accounts	Ongoing	Club Committee	N/A	Ongoing

Emergency Action Plan



Contact Name	Number
Derek Hansford	07707 272528
Rob Minhinick	07784 151510
Mike Hansford	07767 644603
Tom Bracey	07425 110880
Nearest Hospital	Dorchester
First Aid Trained	Jack Vince

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](#)