The FA Football Development Programme
Football Development Toolkit

Football Development Plan

Seasons 20_ _ / _ _ to 20 _ _ / _ _

YOUR VISION

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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.

CLUB DEVELOPMENT TABLE

Remember to complete the season date and identify the number of teams for each season.

	Current season 20__ / __			Year 1 20__ / __			Year 2 20__ / __			Year 3 20__ / __			Year 4 20__ /__			Year 5 20__ / __		
	Male	Female	Disability	Male	Female	Disability	Male	Female	Disability	Male	Female	Disability	Male	Female	Disability	Male	Female	Disability

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 into football.

Aim	•
	•
	•
	•

Objective	Achievement targets	Timescale	Responsibility	Costs
1				
2				
3				
4				
5				

Objective	Achievement targets	Timescale	Responsibility	Costs
6				
7				
8				
9				
10				

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 it's structure. This includes how the club will raise standards of behaviour and ensure a safe and positive environment for children and vulnerable adults.

Aim	• • •			
Objective	**Achievement targets**	**Timescale**	**Responsibility**	**Costs**
1				
2				
3				
4				
5				

Objective	Achievement targets	Timescale	Responsibility	Costs
6				
7				
8				
9				
10				

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 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
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Objective	Achievement targets	Timescale	Responsibility	Costs
1				
2				
3				
4				
5				

Objective	Achievement targets	Timescale	Responsibility	Costs
6				
7				
8				
9				
10				

RUNNING THE GAME		This section focuses on the identification of ways to improve the efficiency and effectiveness of how the club is run.		
Aim	• • • •			
Objective	Achievement targets	Timescale	Responsibility	Costs
1				
2				
3				
4				
5				

Objective	Achievement targets	Timescale	Responsibility	Costs
6				
7				
8				
9				
10				

WORKFORCE DEVELOPMENT		This section looks at how the club will recruit, train and develop the workforce that will support the administration, development and promotion of the club.		
Aim	• • • •			
Objective	Achievement targets	Timescale	Responsibility	Costs
1				
2				
3				
4				
5				

Objective	Achievement targets	Timescale	Responsibility	Costs
6				
7				
8				
9				
10				

FACILITY DEVELOPMENT

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

Aim	• • • •			
Objective	Achievement targets	Timescale	Responsibility	Costs
1				
2				
3				
4				
5				

Objective	Achievement targets	Timescale	Responsibility	Costs
6				
7				
8				
9				
10				

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Your plan

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

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 it's membership and potential new sponsors.		
Aim	• • • •			
Objective	**Achievement targets**	**Timescale**	**Responsibility**	**Costs**
1				
2				
3				
4				
5				

Objective	Achievement targets	Timescale	Responsibility	Costs
6				
7				
8				
9				
10				

COMMUNITY AND EDUCATION		To engage with young people and contribute towards wider community benefits.		
Aim	• • • •			
Objective	**Achievement targets**	**Timescale**	**Responsibility**	**Costs**
1				
2				
3				
4				
5				

Objective	Achievement targets	Timescale	Responsibility	Costs
6				
7				
8				
9				
10				