



Alderbury FC – Development plan

Our vision

The overall vision of the Club is to promote amateur football in Alderbury, Whaddon and the surrounding area, providing the opportunity to play football in a safe environment for all.

Our ethos is to provide a positive and supportive experience for all our players, while at the same time ensuring they show exemplary examples of fair play within both the rules and the spirit of the game.

We are an inclusive Club, and do not turn potential players away for any reason other than capacity. We cannot directly “compete” for players with the local Senior Clubs, and rely for growth on our ability to attract, retain and develop young players. Players come to us for our reputation as much as for the opportunity to be part of a successful Club. Throughout whatever activities we undertake, our friendly and inclusive ethos is paramount.

We believe strongly that our approach is in line with the best standards expected by the FA. We nurture and build our young people, and maintain a high standard of behaviour across both youth and adult football.

Teams

	Current Season 2019/2020				Year 1 Season 2020/2021			Year 2 Season 2021/2022			Year 3 Season 2022/2023				Year 4 Season 2023/2024			Year 5 Season 2024/2025						
No of teams	2	9	0		2	10	2		3	11	3		3	11	4		3	11	5		3	12	6	
Type	Male	Mixed	Female		Male	Mixed	Female		Male	Mixed	Female		Male	Mixed	Female		Male	Mixed	Female		Male	Mixed	Female	
Range	Sat Sun	U8 U9 U11 U12 U13 U14 U16 U18 Futsal			Sat Sun	U7 U8 U9 U10 U12 U13 U14 U15 U18 Futsal	U7 U12		Sat Sun Res	U7 U8 U9 U10 U11 U13 U14 U15 U16 U18 Futsal	U7 U8 U13		Sat Res Sun	U7 U8 U9 U10 U11 U12 U14 U15 U16 U18 Futsal	U8 U9 U12 U14		Sat Res Sun	U7 U8 U9 U10 U11 U12 U13 U15 U16 U18 Futsal	U7 U9 U10 U13 U15		Sat Res Sun	U7 U8 U9 U10 U11 U12 U13 U14 U16 U18 Futsal	U8 U10 U11 U12 U14 U16	

Running the club

To ensure the club has the appropriate legal structure, has the right people and processes in place that allows it to operate effectively and efficiently, in order to sustain its activities.

Aims:

- Attract new people to the club and keep them coming back;
- Keep our existing members and volunteers and attract more;
- Maximise revenue streams in order to maintain and improve facilities;
- To have an effective club committee that exists to serve the club and to ensure that its members receive the best possible service and experiences.

Objective	Achievement target	Timescale	Responsibility	Costs	Review
Management - Ensure the club is safe for all, and the club's facilities and equipment are safe and secure. Appoint a risk manager and undertake and document a holistic risk assessment	Carry out an initial risk assessment of our facilities and ensure that any highlighted risks are sufficiently mitigated. Ensure the assessment is continually monitored.	By end of 2019/20	Club committee to appoint and Risk Manager to take ownership of activity		
Marketing – website development	Update website to refresh home page and include new sections for 'volunteers' and 'committee members' to raise profile of both.	By Dec 2019	Chairperson & Website manager		
Fundraising and club profile	To organise and host an annual mini soccer festival	Annually	Mike Rooney		
Fundraising and sponsorship	Introduce 100 club	2020/21	Paul Sims		
Ensure all coaches are prepared for the new season and have all relevant paperwork	Compile and maintain a pre-season action list for all coaches	Annually	Club secretary		
Increase visibility of the committee	Organise an early season hot breakfast session run by the committee and also pull together a picture gallery of all committee members and coaches for placement at the clubhouse, and ensure it is maintained	Breakfast – annually Gallery – by end of October 2019	Club committee		

Retain and increase participation

To support and retain all existing players and teams within the club and look to develop opportunities where gaps in provision exist locally and introduce new male and especially new female players to the game.

Aim:

- To increase female participation in football and ensure the club is well represented in local competitions by a number of girl/ladies teams;
- To increase and maintain the number of mini soccer teams at the club in order to ensure a continued flow of teams through the age groups in future years;
- To ensure that our youth players feel there is a pathway to progression to adult football with this club.

Objective	Achievement target	Timescale	Responsibility	Costs	Review
Appoint a female football development officer to implement a strategy for increasing the number of female teams	Increase the number of female teams at the club by x 1 each season over the next 5 seasons.	Annually	Club committee		
Appoint a mini soccer development officer to implement a strategy for increasing the number of mini soccer teams	Have (and retain) a team at all mini soccer ages from U7 upwards.	Start of 2020/21	Club committee		
Introduce and implement a pathway for progression of youth players to participate in adult football	Minimum of 2 youth players to graduate to adult team each season	Annually	Men's manager and U18 manager		
Maintain access to adult football	Ensure we keep at least two adult teams in competition	Annually	Men's secretary		

Player development – Better young players

To create a positive environment for every player to develop key essential skills to reach his or her potential. Ensure player pathways exist to aid player development and ensure teams compete at appropriate levels of competition.

Aim:

- To ensure the club's ethos is enshrined in the principles of the FA four corner model;
- To ensure a consistency of approach to coaching at mini soccer levels which encourages young players to express themselves;
- To ensure development opportunities exist for all players, regardless of their preferred position

Objective	Achievement target	Timescale	Responsibility	Costs	Review
Ensure all players are coached with equal emphasis on all of the FA four corners: Technical; Social; Physical; Psychological	All coaches at least to have FA Level 1	Annually	Club committee		
Provide access to goalkeeper specific coaching	To operate one session per month	By Dec 2019	Paul Sims		
Provide a pathway for talented players to play a year up in order to maximise their talent/development	All coaches to identify any players who they feel might benefit from playing up and discuss with parents/coach	Ongoing	All coaches		
Ensure at mini soccer level that all young players are coached the 'Alderbury way', with an emphasis on lots of touches of the ball and having fun	Develop the 'Alderbury way' and ensure its implementation	By August 2020	Coach mentor (vacancy)		

Coach development

To recruit, develop and retain a coaching workforce that supports player development and retention. To develop a support structure for coaches within the club ensuring they can continue to develop and learn and remain motivated.

Aim:

- To introduce a support structure within the club for coaches to develop and learn
- To share best practice amongst coaching work force
- Maintain the highest standard of coaching

Objective	Achievement target	Timescale	Responsibility	Costs	Review
Ensure all teams have a suitable qualified coach	All coaches to be qualified to Level 1, with a minimum of 1 per team	Ongoing	Club secretary		Annually
Ensure all coaches, new and existing, have access to support from the club with coaching matters	Appoint a coach mentor to proactively engage with all coaches at the club and ensure a consistent approach to coaching players is adopted throughout youth and mini soccer	Ongoing	Coach mentor (vacancy)		
Maintain a professional standard of coaching within the club	All coaches to become FA Licensed Coaches, with a minimum of 1 per team	By Sept 2020	All coaches		
Ensure all coaches are encouraged to continue professional development	All coaches to be continually signposted to relevant courses with Wilts FA	Ongoing	Club secretary		
Introduce a mechanism for coaches to share knowledge and best practice	Implement a process for sharing knowledge/best practice	By May 2020	Coach mentor (vacancy)		

Supporting the football workforce

To ensure the club has the right people in place to run the club and that all volunteers feel supported and valued in what they do. Look to divide responsibilities across all available people within the club to lighten the load on existing volunteers and look to introduce new volunteers periodically.

Aim:

- To recruit volunteers that will be a credit to the club and work well with others
- To ensure that all volunteers feel valued and not over-burdened
- To ensure that we have a clear understanding of what volunteer roles are required

Objective	Achievement target	Timescale	Responsibility	Costs	Review
Increase non- footballing volunteers	Find at least two new volunteers per season	Ongoing	Club committee		
Be clear on what volunteer roles we have and ensure we advertise them	Review what needs to be done and where volunteer gaps exist. Then advertise appropriately to fill those roles	By Jan 2020	Club committee		
To provide support to our volunteers	Discuss and resolve any volunteer concerns at bi-monthly meetings	Ongoing	Club committee		

Improved facilities

To identify and secure the required facilities for fixtures and training, catering for the expected growth identified in the development plan. Access support to improve the quality of the playing surfaces and changing facilities

Aim:

- To ensure that we have adequate facilities to meet the demand of our users;
- To start using our new ground
- To ensure our facilities are of the highest standard at all times

Objective	Achievement target	Timescale	Responsibility	Costs	Review
Start using our new facility		TBC	Club committee		
To be able to speedily repair or replace equipment	Put in place and publish a mechanism for approving spend to repair or replace equipment	Mechanism in place by Jan 2020	Club committee		
Ensure all coaches have what they need in order to coach effectively	Ask managers at bi-monthly meetings of any equipment requirements and act upon it	Ongoing	Club committee		
Ensure our facilities are clean, tidy and presentable	Ensure the facility is clean, tidy and presentable before every use	Ongoing	Facilities manager (vacancy)		
Ensure we have adequate equipment at all times	Undertake an inventory check of equipment and premises	Annually	Facilities manager (vacancy)		

