

Davenham Junior Football Club

GROW YOUR WAY

CLUB DEVELOPMENT PLAN

July 2023



ACCREDITED
PART OF ENGLAND FOOTBALL



STRATEGIC PLANNER

Use this planner to set goals and tasks you need to complete to form the club identity. Why does the club exist? What are the club values? How can you show this in a positive way?

Tip: Visit our [England Football League and Club Hub](#) on YouTube for ideas to help you develop a vision and mission for your club. Visit our [England Football Learning Bootroom](#) website for ideas to help you develop your football philosophy.

Objective	How will you achieve this?	Timescale	Who is responsible?	Cost	When will you review this?
Butchers Stile improve pitch drainage	In discussion, apply for funds through Football Foundation	This will need to occur after the playing season but this hampers summer training....	Club and Parish Council	£50k	In committee meetings
Clear plan for storage – decision on extra storage at Butchers Stile, formal storage at Laburnum	Agreed plan regard existing facility and potential replacement	July 2024	Committee with kit and equipment manager, Parish Council	Tbc	In committee meetings
Improve coaches' basics training – phase leads to do Uefa C	Agreed courses for coaches. All coaches to complete mandatory coaches and FA Playmaker,	Before start of 2024/25 season – however objective is continuous	All coaches	Cost of courses on FA website	Discussions with coaches about taking Uefa C badge (old Level 2).



GOVERNANCE

STRATEGIC PLANNER

Use this planner to set the goals and tasks you need to complete to successfully structure your club. Explore and consider the different legal structures available. Create the relevant roles and responsibilities to ensure all parts of the club perform effectively and efficiently. **Tip:** Visit our [England Football League and Club Hub](#) on YouTube for helpful ideas and insights on club structures.

Also, take a look at our [club structures guide](#) created in partnership with Muckle LLP.

Objective	How will you achieve this?	Timescale	Who is responsible?	Cost	When will you review this?
Confirm club ethos so all stakeholders are clear	Written document	Before start of 2022/23 season	Committee	Our time	End of June
Ensure coaches sign up to the club development plan so they can be held to account for not providing it	Written document	Ongoing	Committee	Our time	Continuous



STRATEGIC PLANNER

Use this planner to set the goals and tasks you need to complete to create the right environment and best experiences for your players, members, volunteers and spectators. Find opportunities for growth, and think about how you can differentiate your football offering for your community and their needs while supporting your coaches. Taking part in The FA Respect programme is a great place to start and will help to create a positive environment for everyone. Visit our [England Football Learning Bootroom](#) which is filled with resources to support your coaches and their learning.

Objective	How will you achieve this?	Timescale	Who is responsible?	Cost	When will you review this?
Improve coaches' basics training	Agreed courses for coaches. All coaches to complete mandatory coaches and FA Playmaker	Ongoing	All coaches	Cost of courses on FA website	Before season for mandatory courses, end of season for optional.
Ensure at least one coach holds the 'Introduction to Coaching Football' qualification per team	Coaches to book on to the relevant courses	Ongoing	All coaches	Cost of courses on FA website	Before season for mandatory courses, end of season for optional.

STRATEGIC PLANNER

Use this planner to set the goals and associated tasks to develop financial sustainability and effective financial planning for your club.

Tip: Visit our [League and Club Hub](#) on YouTube and check out the Money Matters podcast series. There are also helpful webinars on club finances, fundraising and sponsorship for football clubs.

Objective	How will you achieve this?	Timescale	Who is responsible?	Cost	When will you review this?
Prudent investment of funds in value added development to improve club offering	Planning with treasurer and key stakeholders	Ongoing – review for new season	Committee	Tbc	Committee meeting / AGM Meeting
Reduce reliance on external parties by better utilisation of pitches	Get more teams playing on Butcher's Style – by pursuing a re-turf and maintenance programme	To be operational by Mar 2023	Committee	TBC	Jan 2023
Create a fund raising strategy	Persons in role to come up with strategy	Mar 2024	Committee	None	Mar 2024
Move to an online admin/payment system rather than committee time	Use Spond-Club	July 2024	Secretary/Treasurer	Spond club fees to be absorbed by adding £5 to yearly membership	Monthly until operational



STRATEGIC PLANNER

Use this planner to set the goals and tasks you need to complete to ensure you have the right people in the right roles and that they feel supported. Plan for volunteer turnover, and target diversity of representation and thinking. Giving out limited responsibilities will help people focus and deliver better results.

Tip: Rewarding and recognising your volunteers will be most valued by those that give their time, energy and expertise to the club. Engage your players early to encourage them to become future leaders, coaches and volunteers in your club and community.

Objective	How will you achieve this?	Timescale	Who is responsible?	Cost	When will you review this?
Increase number of volunteers at committee level within a defined structure	Advertise roles to all stakeholders	Ongoing	Committee	None	In all committee meeting
Recruit coaches and managers as required for girls team	Ask parents of newly formed girls team to take up the reins, initial support from existing coaches	Ongoing	Committee	Cost of DBS and courses	Sept 2024
Support from teen players	Encourage teenage players who are doing DofE award to help with coaching.	Continuous	Chairman, Committee	None	Continuous
Look into a person dedicated to maintaining pitch	Advertise the role within the club, the FB page, website etc	Sept 2024	All committee	None	Sept 2024 – but will depend on drainage/ maintenance decision



FACILITIES

STRATEGIC PLANNER

Use this planner to set goals and tasks you need to complete to identify and secure the required facilities for fixtures and training, while taking into account the objectives you have in the football development section.

Tip: County FA's are best placed to find out what opportunities are out there for facility improvements, investment and funding. Search The Football Foundation [Local Football Facility Plans](#) to see what the facility needs for your locality are.

Objective	How will you achieve this?	Timescale	Who is responsible?	Cost	When will you review this?
Butchers Stile improve pitch drainage	In discussion	At stages depending on final investment decision from Football Foundation	Club and Parish Council	£50k	In committee meetings
Clear plan for storage	Agreed plan regard existing facility and potential replacement	Sept 2024	Committee with kit and equipment manager	Tbc	In committee meetings
Continue to review external facilities	Pitch co-Ordinator to look for opportunities to reduce costs where possible -however we need a new pitch co-Ordinator in role	Sept 2024	Pitch Co-ordinator	TBC	May 2023
Explore the construction of a 3G pitch for DJFC	U8s coach is a sport facility manager and knows local landowners	Sept 2025	Chairman, Secretary	£1mil	In committee meetings

STRATEGIC PLANNER

Use this planner to set goals and the tasks you need to complete to identify your community, how you engage with them, and how you can find ways to form relationships with them through football and other activities / events.

Tips: Visit our [League and Club Hub](#) on YouTube for ideas and insights in how to work for your community and see the benefits. Use Google Maps to discover potential opportunities and partnerships within the vicinity of your football club and community area.

Objective	How will you achieve this?	Timescale	Who is responsible?	Cost	When will you review this?
Confirm club ethos so all stakeholders are clear	Written document	Ongoing for all new starters	Committee	Our time	End of June
Home for club at Butchers Stile	Ongoing discussions with all stakeholders	Ongoing with all committee meeting	Committee	Yearly maintenance costs vs cost of pitch hire	All committee meetings as key long term objective
Improve relationship with the PC and CC	Engage with parish councillors and cricket club regarding sports facilities in the village	Sept 2024	Committee	None	
Offering spent equipment to local community outreach groups	Establish contact with local trusts and determine what they would like that we can offer	Ongoing	Kit Co-ordinator	None	Ongoing



MARKETING AND COMMUNICATIONS

STRATEGIC 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.

Tips: Visit our [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	How will you achieve this?	Timescale	Who is responsible?	Cost	When will you review this?
Refresh website	Time to be spent on updating	Sept 2024	Secretary	Our time	Sept 2024
Social media presence.	Reinvigorate Twitter page, make more references to website in twitter and FB posts	Sept 2024	Social Media Sec needed	Our time	Sept 2024



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

Running a successful junior football club which is well represented over a wide range of age groups.

HISTORY

Established in 1991

MILESTONES

Over 30 years providing a platform for junior football.

AMBITIONS FOR THE FUTURE

Develop the club and provide a permanent home for the club that allows all age groups to play within the village and increases the opportunity for a greater number of children and adults to participate in football.

Offer football for all to ensure a diverse membership

Increase links with community and other sporting groups within it focusing on forging greater cooperation with Davenham Cricket Club and Parish Council.

Provide a clear structure to run the football club growing the personnel at committee level with clearly defined roles supporting each other within the structure.

A CLUB WITH VISION



Expand the club and improve local facilities

CLUB STRATEGIC GOAL 1

Expand membership

Continue to grow girls team numbers
Improve facilities to enable support of more members

CLUB STRATEGIC GOAL 2

Improve local facilities



CLUB STRATEGIC GOAL 1

Improve club community engagement

CLUB STRATEGIC GOAL 2

Improve reputation

VALUES

Offering football for all at junior levels

VALUES

Bring more players back to playing locally

EVERYTHING
SHOULD LADDER
UP TO THE VISION

VALUES

Links with parish council, cricket club, outreach groups

VALUES

Ensure discipline is maintained at a high level for all involved in the club. Teams to operate in line with FA guidance

Never Stand Still

A CLUB DRIVEN BY IT'S VALUES



VALUE

It shall never be the club or its decisions that lead to preventing players playing football

KEY DRIVER

Fair, open, supportive and inclusive behaviour from all adult volunteers

ON-PITCH

N/A

OFF-PITCH

The committee will ensure that pitches, kit and volunteers are available and they are allocated to teams. If a team is too low in number due to players leaving, the club will seek to find an alternative for players wishing to continue

VALUE

All foundation phase football shall be played in accordance with the FA guidance with a focus on fun and friendships

KEY DRIVER

Reputation / Running the club in line with FA guidance, ensuring fun is most important aspect of foundation phase games.

ON-PITCH

Volunteers shall never direct anger towards players. All players at foundation stage shall get equal game time unless they are injured and need to come off.

OFF-PITCH

Teams shall be selected in foundation phase based on mixed ability, in line with FA guidance.



**EVERYTHING
SHOULD LADDER
UP TO THE VISION**

DEVELOPING YOUR BRAND



THINK

What do you want people to think of when they think about your club?

Friendly, welcoming club that they want to involved with and enjoy interacting with.

FEEL

What do you want people to feel when they interact with your club?

Supported, encouraged and proud to be associated with or involved with. For other clubs that we are a good guide of how to run a positive club.

DO

How do you want people to interact with your club?

Using a mixture of face to face or social media platforms to make communication clear and easy. We want people to feel we are open to all.

Ensure the club receives feedback help steer the direction of the club



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?

Mini Soccer is focused on mixed-ability, non-competitive environment offering football for all with no discrimination of any kind. (refer to FA Guide lines of discrimination that includes ability).

All football is done for the benefit of the children and will focus on their needs, offering a safe, supportive environment to enjoy their football.

Youth (from U11s) the club will offer football for all children to play at a level that is focused on enabling them to develop and enjoy the sport.

Develop coaches through appointing volunteers to phase lead roles and pass down advice from FA/Cheshire FA etc



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FEEL

What types of experiences are you creating to ensure the well-being of your players is front and centre, so that they can play football in a safe, fun and inclusive space?

The club is focused on supporting and encouraging all players to enjoy the sport in a safe environment.

The teams focus should be:

- fun,
- team building,
- collaboration,
- welfare,
- physical and mental health,
- role models,
- keeping children active and their minds occupied



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?

DO

What support is in place for everyone who influences what happens on the pitch?

What are the education and learning opportunities that you offer, and what roles are required to make them happen?

How are you going to attract people to your club, and develop more meaningful relationships with them? How will you encourage and support players to become more skilled and coaches to be more inspiring?

Implement club structure to encourage all coaches to be supported by the whole coaches group. This will enable coaches to share best practice and improve their coaching.

Increase structure in club which have defined roles and responsibilities which can be advertised to look at utilising the skills we have within our stakeholders/members.

Getting professional coaches to bring in feeder age groups and support coaches to improve their knowledge. This will improve the coaching the children receive.



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 PLAY

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

ON THE BALL (IN POSSESSION)

We want players to support the player on the ball and have a team that passes to each other and operators as a team. Hard work and team work are key requirement.

All players should look to develop and execute clear communications to ensure this is possible.



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HOW WE PLAY

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OFF THE BALL (OUT OF POSSESSION)

Defensively we want all players to defend from the front and support their team mates to do this.

We would want the team in a clearly defined set up to carry out defensive duties.



FOOTBALL PHILOSOPHY

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HOW WE PLAY

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

LOSING AND RETRIEVING THE BALL (IN TRANSITION)

Players to press and look at retaining the ball but going back into their shape as a team.

Players get goal side to help with the defensive duties.



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)

Physical: Passing, Co-ordination, Balance, Turning and Running with the ball, Shielding.

Social: Teamwork, Encouraging others, Communication, Help and advise, Making new friends, Behaviour and enjoyment.

Psychological: Decision making, Gaining Confidence, New Skills, Patience, Making and learning from mistakes, Rules awareness.

Technical: Ball control, 1 V 1, Positioning, Making space, Foot skills

YOUTH DEVELOPMENT PHASE (12-16)

Physical: Movement on and off the ball, Passing, Co-ordination, Balance, Turning and Running with the ball. Heading, Shielding.

Social: Teamwork, Encouraging others, Communication, Help and advise, Making new friends, Behaviour and enjoyment.

Psychological: Decision making, Gaining Confidence, New Skills, Patience, Making and learning from mistakes, Rules awareness.

Technical: Ball control, Using different surfaces, 1 V 1, Possession, Understanding pressure, Positioning, Making space, Foot skills



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

On the ball, look for team mates who should be supporting by finding space and giving options to the player on the ball. We want players to have the confidence to try and do things and enjoy being on the ball.

Getting into space and keeping their shape.

We would like players to be aware that there are many ways to play the game and ultimately encourage them to make decisions on how to do this in the scenario they find themselves and team in.



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?

AT TRAINING

On the ball, look for team mates who should be supporting by finding space and giving options to the player on the ball. We want players to have the confidence to try and do things and enjoy being on the ball. Players to pass the ball to team mate in best position and encourage good play with positive feedback.

Getting into space and keeping their shape. Recognising this shape and encouraging team mates to all carry out this objective. Praising team mates in training to identify and encourage best practice.

We would like players to be aware that there are many ways to play the game and ultimately encourage them to make decisions on how to do this in the scenario they find themselves and team in. Training can offer a safe environment to do this and develop the skills that can be carried out onto the pitch.



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?

ON MATCH DAY

During the foundation phase, the players will be expected to improve their decision making over the period. Early on in their football journey, intercepting, passing and shooting will be the main focus. As they progress, tackling, formation, possession, shielding the ball and working together as a unit will become part of their game.

Off the ball, the players will press the ball to try to regain possession as quickly as possible (gegenpress) but the style of play might well need to be adapted to the players involved, the opponent, the weather, the playing surface. The high press demands a good level of fitness so all players will be expected to work hard for their team. Getting behind the ball will become more important as the players progress.

On the ball, in the foundation phase, the style of play will be to get the ball into the danger zone around the goal by either passing or dribbling. As the players ability progresses, the decision making should start to lean towards passing, to move the ball around the pitch as quickly as possible.

In the youth development phase, the style of play will be a combination of keeping the ball and a direct style of play. The direct style of play will give players the opportunity to try creative pass making

Turnover will focus on regaining shape, and players finding/creating space.



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:

Davenham - 6000, Moulton - 3,000, Kingsmead - 5000

Schools within our locality:

Davenham Primary, Moulton Primary Kingsmead Primary,
County High School Leftwich

% of boys in our club: 77% - 275 out of 357 (as of Jan 2024)

% of girls in our club: 23% - 82 out of 357 (as of Jan 2024)

% of participants with a disability: Info not available

% of underrepresented groups: Info not available

Further education and higher education within our locality:

None

Faiths represented in our club:

Unknown, but suspected to be largely Christian

Potential community and partner organisations within our locality:

Davenham Cricket Club
Moulton Parish Council
Winnington RFC
Petty Pool
Recognised Sponsorship Partners
Davenham Scout Group

COMMUNITY EVENT PLANNER



Brief description of proposed event:

End of season party at our home ground, bouncy castles, food, some entertainment, games

Why:

End of season event

What:

Party at butcher stile

When:

Early June 2024

Who:

All teams

Venue:

Butchers Stile

Volunteers:

Natalie Coghlan – other committee members

Cost:

Budget of approx. £500 not including trophies etc, expect to make around £1000