

# GREAT YARMOUTH TOWN FOOTBALL CLUB

(Founded 20 JULY 1897)



Smudgers Clubhouse, Wellesley Recreation Ground,  
Sandown Road, Great Yarmouth, NR30 1EY.

## 2024-25 CLUB DEVELOPMENT PLAN (Planning for our Club – The future is in our hands)

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**INTRODUCTION**

Let me take this opportunity to introduce you to Great Yarmouth Town Football Club which is a fast-developing not-for-profit local community football club dedicated to providing a pathway for all its registered Club players across all age ranges from children through to adults (both male and female) to participate in the game of association football. The Football Club has achieved a two (2) star accreditation rating which means we stand proudly among the leading grassroots football clubs that take the lead, set the tempo and raise the bar for association football in England.

The Club Development Plan shall bring Club members together to outline the needs of the Football Club and to generate ideas for areas of improvement and expansion within the organisation. The Club Development Plan shall be designed to provide a process for self-assessment and guidelines for critical internal review and shall be reviewed annually on where the vision of the Football Club needs to be and shall provide a blueprint of how the Football Club is going to get there, whilst achieving key objectives in a one-year progress plan.

**Note:** Club Development Planning works best when the overall Football club vision is broken down into smaller, more manageable aims and objectives that are relevant, realistic and achievable. The Football Club should ensure that these aims and objectives are spread across all the main areas required to run the Football Club. It is recommended that the Football Club follow the SMART principle when setting its aims and objectives:

- **Specific:** Identify what the Football Club wants to achieve in the future.
- **Measurable:** Is the Football Club able to measure whether it is meeting the aims and objectives or not?
- **Achievable:** Are the main aims and objectives achievable and attainable?
- **Realistic:** Can the main aims and objectives realistically be achieved with the resources it has?
- **Timeframe:** When does the Football Club want to achieve its aims and objectives?

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## SECTION 1 – FOOTBALL CLUB DEVELOPMENT:

### ITEM 1.1: RESPONSIBILITY – (Who shall be responsible?):

#### Club Executive Committee:

The duly elected Club Senior officers of the Club Executive Committee shall be responsible for continued overall strategic leadership for the Football Club to maintain a constitution, rules, regulations and policies and procedures. This shall include development and implementation of a strategic plan to advance the Football Club's main aims and objectives and to promote goals, long term sustainability and growth for the Football Club. The Club Executive Committee positions provide the leadership, management and vision necessary to ensure that the Football Club has the correct operational controls, administrative and reporting procedures, and people systems in place to effectively grow the Football Club and to ensure both financial strength and operating efficiency.

➤ **Club Senior Officers:**

- **Club President: Mr Jack JAY**  
(Mobile: 07852 939442 – Email: [jackjayuk@gmail.com](mailto:jackjayuk@gmail.com)).
- **Club Chairperson: Mr Martyn SINCLAIR**  
(Mobile: 07824 361014 – Email: [service@norfolkceilings.co.uk](mailto:service@norfolkceilings.co.uk)).
- **Club Vice Chairperson: Mr Peter FUTTER**  
(Mobile: 07988-308086 – Email: [peterfutter1958@gmail.com](mailto:peterfutter1958@gmail.com)).
- **Club Secretary: Mr Eden RUDLING**  
(Mobile: 07917 878639 – Email: [gytfcsecretary@gmail.com](mailto:gytfcsecretary@gmail.com)).
- **Club Treasurer: Mr Kevin CRUICKSHANK**  
(Mobile: 07732 389253 – Email: [kevincruickshank@hotmail.co.uk](mailto:kevincruickshank@hotmail.co.uk)).

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### ITEM 1.2: CURRENT SITUATION – (Where are we now?):

#### Management and Governance:

To operate effectively and efficiently the Club Management Committee shall comprise of duly elected Club officers who shall be elected from current fully paid-up Club members at the Annual Members Meeting (AGM). Each Club officer who must be eighteen (18) years of age or older shall hold office from the date of their appointment until such date of the next Annual Members Meeting (AGM) or unless otherwise resolved at an Extraordinary Members Meeting (EGM) convened for such purpose during the seasonal year (**1st June to 31st May**). The Club Management Committee may, as deemed necessary, combine or split the role and responsibilities of the committee, and elect Club officers to fill these positions as circumstances dictate.

➤ **Senior Club officers (Club Executive Committee):**

- President – Chairperson – Vice Chairperson – Secretary – Treasurer.

➤ **Club Officers (Club Management Committee):**

- Welfare Officer (inc. Health and Safety) – Development and Facilities Project Manager – Football Development Director – Senior Teams Coordinator (First/ Reserves/ Veterans) – Female Teams Coordinator (Women/ Girls') – Junior and Youth Teams Coordinator (U7 to U11 and U12 to U18) – Marketing and Promotions Administrator (Webmaster) – Sponsorship Coordinator – Fundraising Programme and Social Events Organiser – Club Membership Secretary – Clubhouse Manager.

#### Income and Expenditure:

##### Income Assumptions:

- **Club Membership Fees:** The Club Management Committee shall determine the annual membership fee for any particular financial year (**1st June to 31st May**) prior to the annual renewal date each year and these shall be set at such a level that does not pose a significant obstacle to membership or use of facilities. All annual membership fees shall be due on **1st June** and each Club member shall be required to pay the relevant annual membership fee on successful application to the Club Treasurer.

- **Player Registration Fees:** The duly elected Club officers of the Club Management Committee shall set the Senior players Club Registration fees for the forthcoming playing season (July - April) and the fees shall be announced at a meeting held one (1) month before the due date for registration. The Club Registration fees shall be based on the levels of annual expenditure for the Football Club and any other Football Club football related costs (i.e., equipment repair and/or replacement) as determined by the Club Management Committee.
- **Fundraising Programme:** The Football Club shall be committed to ensuring transparency and high standards in its fundraising activities and it shall hold various fundraising events and social functions during the seasonal year to raise funds. The Football Club regards these as important factors in developing a strong club spirit and all Club members shall be required to fully support these activities.
- **Sponsorship Opportunities:**

The Football Club is rapidly moving forward, and there is much optimism about our future aims and objectives and with the support of local businesses, success and progress can be achieved and maintained.

  - **Premium Community Business Bond:** The Football Club shall give the opportunity to local businesses to become a “Premium Community Business Sponsor” and to direct their financial support to the First team’s ongoing provision, improvement and development with the knowledge that their support will also be assisting the Football Club to meet its main aims and objectives.
  - **Amber Building Blocks:** The Football Club shall give the opportunity to local businesses to invest in the future of Great Yarmouth Town Football Club through the purchase of the “Bloaters Amber Building Block” and with each purchase they shall be helping the football club in the growth of association football in the local community of Great Yarmouth and the surrounding areas.
  - **Kit and Sportswear Sponsorship:** Through our sponsorship packages local businesses can help keep the costs of participation in association football to a minimum and expand other Great Yarmouth Town Football Club development programme and activities. We are focusing our current sponsorship and fundraising efforts to ensure everyone can afford to play football in Great Yarmouth.
  - **Individual Player Sponsorship Package:** The Football Club strongly encourages each individual Club player to try and source a “Sponsor” to support themselves and the Football Club to help to cover the costs of players registration fees, basic insurance costs and club teamwear.
- **Advertising Opportunities:**

Another benefit of sponsorship of the Football Club shall be the advertising potential for local businesses who have a budget for advertising and marketing who can save a lot of money on these advertisement costs. When a local business name is displayed at the Football Club or on a team kit, customers shall want to learn more about their business and services. Along with the shared interest in the Football Club, Club supporters may well turn into potential customers, and shall be more likely to use their services.

  - **Grandstand Advertising:** The Grandstand built on the Wellesley Recreation Ground is a Grade II listed building, the Grandstand displays an English Heritage Blue Plaque and was opened on 11th June 1892 making it the oldest football stand in Great Britain and it is believed to be the oldest wooden grandstand in the world to still be in use.
  - **Perimeter Advertising Boards:** Wellesley Recreation Ground perimeter advertising boards are a great way to maximise local businesses advertising exposure and offer increased awareness of their business locally particularly as they are one of the most recognisable and highly visible elements at football grounds. Premium sites are available around the perimeter railings of the pitch in front of the Clubhouse and opposite the Grandstand with an added bonus that the perimeter advertising boards remain in place throughout the year.
  - **Dugout Advertising:** New portable dugouts shall be available for sponsorship and the Football Club shall arrange for the production of the sponsorship signage.
  - **Programme Advertising:** Local businesses are encouraged to advertise in our full-colour A5 Match Day programme, with a choice of advert sizes guaranteed to suit all

budgets. Your advert will appear in all our high-quality Match Day programmes a great opportunity to promote your business to both home and away supporters.

➤ **Matchday Income:**

- Entrance fees – Programme sales – 50/50 Draw – Clubhouse Bar income – Sale of Merchandise.

➤ **Donations:**

The Football Club gratefully accepts donations from individuals, families and businesses and with the support of these donations the Football Club can help to keep the running costs of the Football Club to a reasonable level so as to provide assistance for Club players who would otherwise be unable to participate due to financial constraints. The goal of the Club team(s) is to provide the opportunity to experience the game of association football so that Club players can pass on their passion and skills to the young people in the local community of Great Yarmouth and the surrounding areas.

➤ **Grants – Funding:**

External sources of funding have a key part to play in the development of the Football Club and grants are not the same as sponsorship or fundraising as there are usually strict criteria which the Football Club must meet in order to qualify for a grant. Therefore, it is important to complete any application forms correctly with as much detail as has been requested.

**Expenditure Assumptions:**

➤ **Great Yarmouth Borough Council:**

GYBC Ground hire (Wellesley/ Beaconsfield Recreation Grounds + Wellesley 3G Facility) – GYBC Rent (Clubhouse/ Storage Room).

➤ **Club Affiliation fees:**

The Football Association (Competition fees) – Norfolk County FA (Competition fees/ fines + Insurance + Disciplinary fines).

➤ **League Affiliation fees/ fines:**

Thurlow Nunn (Eastern Counties) Football League (First/ U18 Teams) – Fosters Anglian Combination Football League (Reserve Team) – Lowestoft & District Football League (U17 Team) – Norfolk Combined Youth Football League (U17 Team) – East Point Norfolk & Suffolk Youth Football League (U7 to U16 Teams).

➤ **Match Officials:**

Thurlow Nunn (Eastern Counties) Football League (First/ U18 Teams) – Fosters Anglian Combination Football League (Reserve Team) – Lowestoft & District Football League (U17 Team) – Norfolk Combined Youth Football League (U17 Team) – East Point Norfolk & Suffolk Youth Football League (U7 to U16 Teams).

➤ **Clubhouse:**

Stock – Utility charges - (electric, gas, water, sewage etc) – Maintenance (cleaning, painting, replacement of consumables, servicing of equipment) – Repairs that may occur through age, use or vandalism – Catering costs (Pre/ Half time/ Post match hospitality).

➤ **Medical Supplies:**

Replenish stocks of first aid materials.

➤ **Transport to away games:**

Minibus hire.

➤ **Marketing and Promotions:**

The duly elected Club officers of the Club Management Committee shall appoint a Marketing and Promotions Administrator and the duly elected Club officers of the Club Management Committee may also appoint a Working Group to support the administrator in their work.

➤ **Seasonal Playing Budget:**

The Football Club shall provide incidental expenses to first team players related to sporting and social facilities, sporting equipment, coaching, courses, insurance cover, medical

treatment, meal allowance and reasonable travel mileage to away matches and training nights.

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### **ITEM 1.3: FUTURE DEVELOPMENT – (What are our goals?):**

#### **Management and Governance:**

To be formally incorporated under the Companies Act 2006 as “Great Yarmouth Town CIC” a Community Interest Company (Company Number 15306550), which means all profits shall be retained and reinvested back into the Football Club, for the benefit of the local community of Great Yarmouth and the surrounding areas. Like an unincorporated association, the Football Club shall be set up as a private company limited by guarantee and shall be owned by the directors and its members. The Football Club shall have a separate legal identity allowing it to enter into contracts in its own right and CIC Members shall agree to pay a minimal amount if the Football Club becomes insolvent therefore limiting their liability. The CIC members shall be entitled to attend members meetings and vote which shall include appointing and removing directors. The CIC shall be governed by its Articles of Association and depending on how the articles are written, may qualify for grant funding. Advantages of a company limited by guarantee shall include;

- **Separate Legal Entity:** This allows the Football Club to enter into contracts and hold assets or investments in its own name, and
- **Limited Liability:** Members are protected and only required to pay an agreed sum (typically £1) if the Football Club becomes insolvent. Having limited liability will protect the directors (of the company) and members against a claim, provided the directors have been compliant with company law requirements.

#### **Club Facilities:**

To secure a lease from Great Yarmouth Borough Council to enable the Football Club to be in control of and run the Wellesley 3G facility.

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.

#### **Financial Situation:**

##### **Sponsorships:**

- to create sponsorship and advertising opportunities through engaging the club database and local businesses.
  - to attract at least one new sponsor (monetary or expertise) per season.
- 

### **ITEM 1.4: POTENTIAL STRATEGIES – (How will we get there?):**

#### **Club Management and Governance:**

##### **Working Group(s):**

- to establish short term and long-term goals, main aims and objectives for the Football Clubs development plan in meeting the needs of the local community of Great Yarmouth and the surrounding areas:

##### **Duties and Responsibilities include but are not limited to the following:**

- to look at where the club has come from, where it is now, where it wants to go and how it is going to get there;
- to ensure that Football Club resources (human, physical and financial) are sufficiently adequate;
- to assist in the development of partnerships with local and state government, shared facility users (Great Yarmouth & District Athletics Club) and organisations that are relevant to the Football Clubs development strategy and plan;
- to investigate funding opportunities for the Football Club with funding agencies for facility development;

- to ensure that there are the human and financial resources available to deliver on the Football Clubs development strategy and plan;
- to devise, manage and review the Football Clubs development strategy and plan that continues to move the Football Club forward;
- to coordinate the Football Clubs development strategy and plan to be presented to and reviewed by the Club Executive Committee, and enacted as required;
- to coordinate the production and delivery of the Football Clubs development strategy and plan;
- to represent the Football Club at outside meetings and forums at the direction of the Club Executive Committee;
- to report on the progress of the Football Clubs development strategy and plan at the monthly Club meetings of the Club Executive Committee; and
- to encourage Club members to get involved in Football Club development:

**Useful Contact(s):**

- the Football Association – the County FA – the relevant Leagues – the Great Yarmouth Borough Council; and
- to liaise with the Great Yarmouth & District Athletics Club:

**Partnerships:**

- to consider and detail the current partnerships that the Football Club benefits from. What advantages are gained from these relationships? Who looks after these partnerships? Are key stakeholders invited to the Football Club for important functions and events? Do we meet regularly with these stakeholders or just when the Football Club needs something from them?
- to create effective partnerships will not necessarily lead to instant benefits. However, as an example, by investing in a relationship with our local council we are likely to benefit in the area of facility development and grants in the long run.

**Communications and Marketing:**

- to improve communication with all Club officers, officials, players, parents, volunteers and supporters.
- to promote the Football Club to the local community of Great Yarmouth and the surrounding areas.
- to publish regular articles on Club developments to promote and celebrate success.
- to give regular social media updates.

**Seasonal Membership:**

- to monitor membership numbers and whether these are on the up, in decline or steady.

**Volunteer Workforce:**

- to increase the number of Club volunteers involved – increase by 2 each year.

**Developing Match Officials:**

- to encourage and promote opportunities provided by the County FA.
- to highlight and promote the advantages of becoming a Match Official including fitness, social and even financial benefits.
- to introduce a Football Club recruiting programme for Match Officials.
- to give constructive feedback provided to assist in Referee development.

**ITEM 1.5: FINANCIAL PLANNING – (How much is it going to cost?):**

**Annual Operating Budget:**

The duly elected Club officers of the Club Management Committee shall plan for future income and expenditure by creating an annual operating budget. Approval of the annual operating budget is one of the fundamental building blocks of sound financial management. Creating the annual operating budget is initially the responsibility of the Finance Group, who shall review the proposed budget and the duly elected Club officers shall adopt the budget at a Club Management Committee meeting. The approved budget shall then serve as a guide for financial activity in the months ahead. Budgets

should not be “written in stone” because the financial position as a not-for-profit local community football club may change during the financial year (**1st June to 31st May**).

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### **ITEM 1.6: PREDICTED TIMEFRAME – (When will we get there?):**

#### **Regularly Review, Reflect and Act:**

Not every initiative will be actionable straight away. The Football Club will need to determine which goals can be achieved and when by considering the financial resources and workforce structure that are available. You can break these down into weeks, months or years and allocate the appropriate attention based on key milestones. These dates will also help determine if your goals are on track or if an adjustment is necessary. Regular reviewing and reflecting on the progress of the club development plan, which is a working document, needs to be continuously discussed at the monthly Club Management Committee meetings which shall help the Football Club determine if the goals have been achieved or if they need to be adjusted or adapted. A good plan will be flexible enough to accommodate changes and include new opportunities.

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## **SECTION 2 – VOLUNTEER WORKFORCE DEVELOPMENT:**

### **ITEM 2.1: RESPONSIBILITY – (Who shall be responsible?):**

#### **Club Management Committee:**

The duly elected Club officers of the Club Management Committee shall be responsible for providing overall strategic leadership for the Football Club to establish a constitution, rules, regulations and policies and procedures. This shall include development and implementation of a strategic plan to advance the Football Club’s main aims and objectives and to promote goals, long term sustainability and growth for the Football Club. The Club Management Committee position provides the leadership, management and vision necessary to ensure that the Football Club has the correct operational controls, administrative and reporting procedures, and people systems in place to effectively grow the Football Club and to ensure financial strength and operating efficiency.

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### **ITEM 2.2: CURRENT SITUATION – (Where are we now?):**

#### **Conduct a Needs Assessment:**

The first thing the Football Club needs to do is identify exactly how many volunteers do we want to recruit, and what roles and responsibilities do we need volunteers to accomplish? How will the volunteer’s impact on the Football Club? Being able to answer these questions will help shape our volunteer programme effectively from day one. Before creating a volunteer programme, it shall be important to identify exactly what is needed within the Football Club, what already exists, and see if there are any gaps. The process is called a needs assessment, and it is a critical step that can help ensure our volunteer programme is as effective as possible.

**Set SMART goals:** A popular framework in the business world is SMART goals. The acronym stands for Specific, Measurable, Achievable, Relevant and Timely. Experts have found that you are more likely to achieve goals when they are detailed, as expectations are clear for everyone. So, follow these guidelines to start setting smarter goals:

- **Specific:** define the who, what, when and where of our goal with smart objectives.
  - **Measurable:** you can track its progress in a quantitative way using measurable goals and key performance indicators.
  - **Achievable:** attainable using the existing skills and resources.
  - **Relevant:** to the Football Clubs mission.
  - **Timely:** to give you a time constraint to work towards.
-



## **ITEM 2.3: FUTURE DEVELOPMENT – (What are our goals?):**

### **Recruitment:**

Consult with Club members, Club Team Officials and former volunteers, to identify where volunteers are required. Volunteers have always played a vital part in the Football Club and without them, most Football Club activity simply would not happen.

- Invest in improving the volunteer experience to make it more enjoyable and meaningful.
- Bring in more people from under-represented groups to make volunteering in the Football Club more diverse.
- Work with new partners as well as existing ones to get to a more diverse audience.

By investing in volunteering, measuring the benefits (to volunteers as well as the Football Club), and using the knowledge we gain to create a more rewarding volunteering experience, we will be able to tap into the local community of Great Yarmouth and the surrounding areas vast volunteering potential.

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## **ITEM 1.4: POTENTIAL STRATEGIES – (How will we get there?):**

### **Parents and/or Guardians Volunteers:**

There are many ways in which parents/ guardians can volunteer their time these include assisting with general club operations or participating in ongoing club initiatives (coaches, assistant coaches, refreshment stands and a match day volunteer, etc.) throughout the year. Be specific.

- Clear and simple sign-up process.
- Include the point of contact, desired skill set, any requirements, deadlines, and training provided.
- The Football Club shall make sure a plan is in place to ensure prompt and friendly replies to interested volunteers.
- Design an easy to complete Volunteer Application form.
- Make a plan for a screening process (background checks, interviews, etc.)

### **Appreciation and Retention:**

To retain volunteers, it is critical that they feel acknowledged and appreciated. The Football Club shall endeavour to develop a relationship with all its volunteers so that they are much more likely to stay engaged and active. Let the volunteers know the impact of their contributions with a frequent and genuine personal thank you. A few ideas;

- appreciation events.
  - gifts from Club players.
  - share success stories, photos and spotlights, on website and social media.
  - volunteer hall of fame, etc.
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## **ITEM 2.5: FINANCIAL PLANNING – (How much is it going to cost?):**

### **Annual Operating Budget:**

The duly elected Club officers of the Club Management Committee shall plan for future income and expenditure by creating an annual operating budget. Approval of the annual operating budget is one of the fundamental building blocks of sound financial management. Creating the annual operating budget is initially the responsibility of the Finance Group, who shall review the proposed budget and the duly elected Club officers shall adopt the budget at a Club Management Committee meeting. The approved budget shall then serve as a guide for financial activity in the months ahead. Budgets should not be “written in stone” because the financial position as a not-for-profit local community football club may change during the financial year (**1st June to 31st May**).

### **Financial incentives:**

The Football Club may choose to offer financial incentives or an alternative to offering financial incentives could include offering future training or access to a unique experience. The Football Club could also ask volunteers what might encourage them to take part.

- Identify and pursue new sources of funding.
- Create savings through shared resources across the Football Club.

- Develop and implement a strategy for communicating resource needs.
- 

## **ITEM 2.6: PREDICTED TIMEFRAME – (When will we get there?):**

### **Regularly Review, Reflect and Act:**

Not every initiative will be actionable straight away. The Football Club will need to determine which goals can be achieved and when by considering the financial resources and workforce structure that are available. You can break these down into weeks, months or years and allocate the appropriate attention based on key milestones. These dates will also help determine if your goals are on track or if an adjustment is necessary. Regular reviewing and reflecting on the progress of the club development plan, which is a working document, needs to be continuously discussed at the monthly Club Management Committee meetings which shall help the Football Club determine if the goals have been achieved or if they need to be adjusted or adapted. A good plan will be flexible enough to accommodate changes and include new opportunities.

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## **SECTION 3 – SENIOR MENS FOOTBALL DEVELOPMENT:**

### **ITEM 3.1: RESPONSIBILITY – (Who shall be responsible?):**

#### **Club Team Officials:**

The Club Team Manager(s) and Assistant managers by accepting their appointment shall on behalf of the Football Club undertake to abide by the published Club Rules and it shall be mandatory for all Club Team Managers and Assistant managers to have current possession of the following qualifications;

- the FA Level 1 Certificate in Coaching Football (minimum).
  - the FA Emergency Aid Certificate or related qualification (mandatory).
  - the FA Disclosure and Barring Service (DBS) in-date enhanced Certificate (mandatory), and
  - the FA Safeguarding Children Course Certificate (mandatory).
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### **ITEM 3.2: CURRENT SITUATION – (Where are we now?):**

#### **Self-Assessment:**

- **First Team** – currently the team play in the Thurlow Nunn League First Division North (Level 10, Step 6).
  - **Reserve Team** – currently the team play in the Fosters Solicitors Anglian Combination Division 3.
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### **ITEM 3.3: FUTURE DEVELOPMENT – (What are our goals?):**

#### **Main Aims and Objectives:**

The Football Club recognises that all its appointed Club Team officials are key to the quality and standard of football played by the Club team(s) and the attitude and behaviour of the Club players in their charge. The health, safety, welfare and moral education of the Club players are a first priority, even before their Club team's sporting achievements. To promote better team management, coaching and fitness of its Club teams the Football Club shall actively seek to promote better qualification and development of its appointed Club Team officials and it shall be imperative that they all hold recognised FA qualifications or are working towards becoming qualified. Such courses are generally available through the County FA and include;

- the FA Safeguarding Children in Football Course.
- the FA Club Welfare Officers Course.

**Note:** Once qualified an appointed Club Team official shall be encouraged to undertake continued development in their skills base by taking other relevant training courses or joining appropriate organisations such as the "FA Coaches Association".

### **Coaching Staff Development:**

To recruit, develop and retain a coaching workforce that supports player development and retention. To develop a support structure for coaches within the Football Club ensuring they can continue to develop and learn and remain motivated. All Club coaches shall be required to have current possession of coaching qualifications appropriate to the age and ability of the players they are coaching as stated in the published Club Rules.

- the FA Level 1 – Certificate in Coaching Football.
- the FA Level 2 – Certificate in Coaching Football.
- the FA Level 3 (UEFA 'B') – Certificate in Coaching Football.
- the FA Goalkeeping Coaching Award – Level 1.

### **Coaching Programme:**

To implement an integrated club-wide coaching programme for optimum long term player development, there must be a player pathway that connects Junior U7 Club players up to Adult Club players, a line that everyone in the Football Club understands and follows. Without such a programme, the long-term player development process becomes disjointed, difficult to monitor and evaluate, causing young players to graduate with skill gaps. At the start of a new season, each age group shall be assigned with clear development goals that are geared around aiding their progression to the next age group. This programme guide shall be intended to provide a unified approach to teaching the game of association football to the Club junior players. Having done this, it will be much easier for the players to move between teams and coaches since everyone is working from the same script. The goal is not to cover every detail of what must be done in the coaching sessions. Rather, the intent is to provide some guidance and minimum standards that need to be achieved for each age group. There shall still be plenty of room for a coach's creativity in achieving these standards.

### **Medical Personnel Development:**

The duly elected Club officers of the Club Management Committee shall appoint Club Medical personnel to each Club team and shall inform all such Club Medical person(s) or Club Sports Therapist(s) of ongoing training and support programmes. The Club Medical person(s) or Sports Therapist(s) shall be required to have current possession of the essential FA qualifications as stated in the published Club Rules.

- the FA Emergency Aid Course.
- the FA Level 2 Treatment and Management of Injury.
- the FA Level 3 Treatment and Management of Injury.

### **Long Term Player Development:**

**Senior Level Coaching Programme:** At this development stage the important aspects of the tactical training are speed of play, quick transition and finishing in the attacking third. Two of the main techniques emphasised at this stage are speed and accuracy as well as specific positional work. Focus is on the quality of work and not the quantity.

- U17 – Adult Senior Players (11 vs. 11 Competitive football):

### **Senior Men's Teams Development:**

To maintain links with the Youth Teams with the senior set up and work with Youth Teams to establish a clear transition pathway.

- **First Team** – promotion of the team to the Thurlow Nunn League Premier Division (Level 9, Step 5).
- **Reserve Team** – promotion of the team to the Fosters Solicitors Anglian Combination Division 2.
- **Veterans Team** – promotion of the team to the Norfolk & Suffolk Veterans League Premier North Division.

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## **ITEM 3.4: POTENTIAL STRATEGIES – (How will we get there?):**

**Working Group(s):**

Subject to such directions as may be given by the Club Chairperson, the duly elected Club officers of the Club Management Committee shall appoint Working Groups of the Football Club, consisting wholly or partly of Club officers or Club officers and Club members or Club members and Club associate members. Every effort shall be made to match the needs and requirements of the Working Groups and the skills, knowledge and interests of prospective Club officers. The Team Leaders of the Working Groups shall be responsible for a particular project(s) convening meeting, chairing discussions, and facilitating the processes of meeting the main aims and objectives. The Club Management Committee may appoint Working Groups from time to time for such purposes as specified by the Club Management Committee and the Team Leader for each Working Group shall be appointed by the Club Management Committee.

**Team Management:**

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

**Useful Contacts:**

- The FA – County FA – Thurlow Nunn Football League – Anglian Combination Football League.

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**ITEM 3.5: FINANCIAL PLANNING – (How much is it going to cost?):****Annual Operating Budget:**

The duly elected Club officers of the Club Management Committee shall plan for future income and expenditure by creating an annual operating budget. Approval of the annual operating budget is one of the fundamental building blocks of sound financial management. Creating the annual operating budget is initially the responsibility of the Finance Group, who shall review the proposed budget and the duly elected Club officers shall adopt the budget at a Club Management Committee meeting. The approved budget shall then serve as a guide for financial activity in the months ahead. Budgets should not be “written in stone” because the financial position as a not-for-profit local community football club may change during the financial year (**1st June to 31st May**).

**Expenditure Assumptions:**

FA membership – County FA membership – League affiliation fees – Medical Insurance policy – Pitch fees – Training facilities – Coaching equipment – First Aid kits – Match officials – Playing kits (i.e., home shirt, away shirt, shorts and socks) and any other Football Club football related costs (i.e., equipment repair and/or replacement).

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**ITEM 3.6: PREDICTED TIMEFRAME – (When will we get there?):****Regularly Review, Reflect and Act:**

Not every initiative will be actionable straight away. The Football Club will need to determine which goals can be achieved and when by considering the financial resources and workforce structure that are available. You can break these down into weeks, months or years and allocate the appropriate attention based on key milestones. These dates will also help determine if your goals are on track or if an adjustment is necessary. Regular reviewing and reflecting on the progress of the club development plan, which is a working document, needs to be continuously discussed at the monthly Club Management Committee meetings which shall help the Football Club determine if the goals have been achieved or if they need to be adjusted or adapted. A good plan will be flexible enough to accommodate changes and include new opportunities.

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## SECTION 4 – JUNIOR & YOUTH FOOTBALL DEVELOPMENT:

### ITEM 4.1: RESPONSIBILITY – (Who shall be responsible?):

#### Club Team Officials:

The Club Team Manager(s) and Assistant managers by accepting their appointment shall on behalf of the Football Club undertake to abide by the published Club Rules and it shall be mandatory for all Club Team Managers and Assistant managers to have current possession of the following qualifications;

- the FA Level 1 Certificate in Coaching Football (minimum).
  - the FA Emergency Aid Certificate or related qualification (mandatory).
  - the FA Disclosure and Barring Service (DBS) in-date enhanced Certificate (mandatory), and
  - the FA Safeguarding Children Course Certificate (mandatory).
- 

### ITEM 4.2: CURRENT SITUATION – (Where are we now?):

#### Self-Assessment:

##### Junior Teams – (Development football):

- **Mini Bloaters** – currently the mini bloater players (U5 to U6) participate in weekly Introduction to football sessions.
- **U7 Junior Team (x 1)** – currently the team plays in the Norfolk & Suffolk Youth League Development Division.
- **U8 Junior Team (x1)** – currently the team plays in the Norfolk & Suffolk Youth League Development Division.
- **U9 Junior Team (x 1)** – currently the team plays in the Norfolk & Suffolk Youth League Development Division.
- **U10 Junior Teams (x 2)** – currently the teams play in the Norfolk & Suffolk Youth League Development Division.
- **U11 Junior Team (x 1)** – currently the team plays in the Norfolk & Suffolk Youth League Development Andora Division.

##### Youth Teams – (Competitive football):

- **U12 Youth Teams (x 2)** – currently the teams play in the Norfolk & Suffolk Youth League Division 2 and Division 3.
  - **U13 Youth Teams (x 2)** – currently the teams play in the Norfolk & Suffolk Youth League Division 1 and Division 2.
  - **U14 Youth Team (None)** – currently the Football Club has no teams playing at this age group.
  - **U15 Youth Teams (x 2)** – currently the teams play in the Norfolk & Suffolk Youth League Division 1 and Division 2.
  - **U16 Youth Team (x 1)** – currently the team plays in the Norfolk & Suffolk Youth League Division 1.
  - **U17 Youth Teams (x 2)** – currently the teams play in the Norfolk Combined Youth League and the Lowestoft & District League.
  - **U18 Youth Team (x 1)** – currently the team plays in the Thurlow Nunn Youth Football League East Division.
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### ITEM 4.3: FUTURE DEVELOPMENT – (What are our goals?):

#### Further Education:

The Football Club recognises that all its appointed Club Team officials are key to the quality and standard of football played by the Club team(s) and the attitude and behaviour of the Club players in their charge. The health, safety, welfare and moral education of the Club players are a first priority, even before their Club team's sporting achievements. To promote better team management, coaching and fitness of its Club teams the Football Club shall actively seek to promote better qualification and development of its appointed Club Team officials and it shall be imperative that they all hold

recognised FA qualifications or are working towards becoming qualified. Such courses are generally available through the County FA and include;

- the FA Level 1 – Certificate in Coaching Football.
- the FA Level 2 – Certificate in Coaching Football.
- the FA Level 3 (UEFA 'B') – Certificate in Coaching Football.
- the FA Goalkeeping Coaching Award – Level 1.
- the FA Safeguarding Children in Football Course.
- the FA Emergency Aid Course.
- the FA Level 2 Treatment and Management of Injury.
- the FA Level 3 Treatment and Management of Injury.
- the FA Club Welfare Officers Course.

**Note:** Once qualified an appointed Club Team official shall be encouraged to undertake continued development in their skills base by taking other relevant training courses or joining appropriate organisations such as the "*FA Coaches Association*".

### **Coaching Staff Development:**

To recruit, develop and retain a coaching workforce that supports player development and retention. To develop a support structure for coaches within the Football Club ensuring they can continue to develop and learn and remain motivated. All Club coaches shall be required to have current possession of coaching qualifications appropriate to the age and ability of the players they are coaching as stated in the published Club Rules.

### **Medical Personnel Development:**

The duly elected Club officers of the Club Management Committee shall appoint Club Medical personnel to each Club team and shall inform all such Club Medical person(s) or Club Sports Therapist(s) of ongoing training and support programmes. The Club Medical person(s) or Sports Therapist(s) shall be required to have current possession of the essential FA qualifications as stated in the published Club Rules.

### **Long Term Player Development:**

An integrated club-wide programme is the key for optimum long term player development. There must be a line that connects junior U7 players up to adult player, a line that everyone in the football club understands and follows. Without such a programme, the long-term player development process becomes disjointed, difficult to monitor and evaluate, causing players to graduate with skill gaps. A deficit in one stage of the player's development process will tend to inhibit acquisition of more complex skills at a later stage.

**Junior Level Coaching Programme:** At this development stage junior players have a special ability to learn. Therefore, this is the right age to work on specific individual techniques and small group skills. Through game related skills progressions the coached players will develop basic attacking and defensive principles. Speed, coordination, balance and agility are the main physical aspects to improve at this stage.

- U7 – U8 Junior Players (5 vs. 5 Development football);
- U9 – U10 Junior Players (7 vs. 7 Development football);
- U11 Junior Players (9 vs. 9 Development football);

**Youth Level Coaching Programme:** At this development stage youth players will spend a greater amount of time to improve as individuals and as a team. Coaching sessions are oriented more towards tactics. Attacking and defending will be part of all small sided team games. Youth players will also be working to refine decision making and technique.

- U12 Youth Players (9 vs. 9 Competitive football);
- U13 – U14 Youth Players (11 vs. 11 Competitive football);
- U15 – U16 Youth Players (11 vs. 11 Competitive football);

**Senior Level Coaching Programme:** At this development stage the important aspects of the tactical training are speed of play, quick transition and finishing in the attacking third. Two of the main techniques emphasised at this stage are speed and accuracy as well as specific positional work. Focus is on the quality of work and not the quantity.

- U17 – U18 Youth Players (11 vs. 11 Competitive football);

### **Junior & Youth Teams Development:**

To introduce new players to the game and to create a positive environment for every player to develop key essential skills to reach their potential. Ensure player pathways exist to aid player development and ensure teams compete at appropriate levels of competition.

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## **ITEM 4.4: POTENTIAL STRATEGIES: – (How will we get there?):**

### **Working Group(s):**

Subject to such directions as may be given by the Club Chairperson, the duly elected Club officers of the Club Management Committee shall appoint Working Groups of the Football Club, consisting wholly or partly of Club officers or Club officers and Club members or Club members and Club associate members. Every effort shall be made to match the needs and requirements of the Working Groups and the skills, knowledge and interests of prospective Club officers. The Team Leaders of the Working Groups shall be responsible for a particular project(s) convening meeting, chairing discussions, and facilitating the processes of meeting the main aims and objectives. The Club Management Committee may appoint Working Groups from time to time for such purposes as specified by the Club Management Committee and the Team Leader for each Working Group shall be appointed by the Club Management Committee.

### **Retain and Increase Participation:**

To support and retain all existing players and teams within the Football Club and look to develop opportunities where gaps in provision exist in the local community of Great Yarmouth and the surrounding areas.

- Can the club run summer camps to support new U7 and U8 teams and identify any teams that may be struggling for players towards the end of each season and proactively recruit new players to these teams?
- Liaising on a regular basis with local schools. This will be done by personal contact with staff, posters, information sheets about the Football Club, direct contact with pupils (with the schools' permission) and appeals through school newsletters. The Football Club shall endeavour to foster good relationships with local schools and to use school facilities wherever and whenever possible.
- Regular articles in social media and local promotional outlets, including appeals for players and staff.
- Word of mouth and personal contact with existing Club players who may be aware of other players who wish to join the Football Club.

### **Parent/ Guardian Education:**

- Provide clear expectations for Parents/ Guardians – Standards of Behaviour – Football Club Disciplinary Policy.
- Pre-season club wide Parents/ Guardians meetings conducted by the Club Executive Committee and Club Team Officials.
- Regular feedback on long term player development, mid-season evaluations and meetings.
- Parents/ Guardians to understand long term development of Club players not short-term results.

### **Useful Contacts:**

- The FA – County FA – Thurlow Nunn Youth Football League – Norfolk & Suffolk Youth Football League.
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## **ITEM 4.5: FINANCIAL PLANNING – (How much is it going to cost?):**

### **Annual Operating Budget:**

The duly elected Club officers of the Club Management Committee shall plan for future income and expenditure by creating an annual operating budget. Approval of the annual operating budget is one of the fundamental building blocks of sound financial management. Creating the annual operating budget is initially the responsibility of the Finance Group, who shall review the proposed budget and the duly elected Club officers shall adopt the budget at a Club Management Committee meeting. The

approved budget shall then serve as a guide for financial activity in the months ahead. Budgets should not be “written in stone” because the financial position as a not-for-profit local community football club may change during the financial year (**1st June to 31st May**).

**Expenditure Assumptions:**

County FA membership – League affiliation fees – Medical Insurance policy – Pitch fees – Training facilities – Coaching equipment – First Aid kits – Match officials – Playing kits (i.e., home shirt, away shirt, shorts and socks) and any other Football Club football related costs (i.e., equipment repair and/or replacement).

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**ITEM 4.6: PREDICTED TIMEFRAME – (When will we get there?):**

**Regularly Review, Reflect and Act:**

Not every initiative will be actionable straight away. The Football Club will need to determine which goals can be achieved and when by considering the financial resources and workforce structure that are available. You can break these down into weeks, months or years and allocate the appropriate attention based on key milestones. These dates will also help determine if your goals are on track or if an adjustment is necessary. Regular reviewing and reflecting on the progress of the club development plan, which is a working document, needs to be continuously discussed at the monthly Club Management Committee meetings which shall help the Football Club determine if the goals have been achieved or if they need to be adjusted or adapted. A good plan will be flexible enough to accommodate changes and include new opportunities.

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**SECTION 5 – WOMEN AND GIRLS FOOTBALL DEVELOPMENT:**

**ITEM 5.1: RESPONSIBILITY – (Who shall be responsible?):**

**Club Team Officials:**

The duly elected Club officers of the Club Management Committee shall each seasonal year (**1st June to 31st May**) at their first Club Management Committee Meeting following each Annual Members Meeting (AGM) appoint a suitable individual(s) to be responsible for each Club Senior team affairs and this decision shall be ratified by the remaining Club officers of the Club Management Committee. All subsequent appointments and renewal of appointments for Club Senior Team Manager(s), Assistant managers, Club Coaching staff and Club Medical personnel hereinafter referred to as the “**Club Team officials**” shall be screened and approved by a Selection Panel of Club officers of the Club Management Committee prior to any appointment.

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**ITEM 5.2: CURRENT SITUATION – (Where are we now?):**

**Self-Assessment:**

- **Ladies Team** – currently the team plays in the Norfolk Women & Girl’s League Women’s Division 2.
  - **U13 Girls Team** – currently the teams play in the Norfolk Women & Girls League U13 Division.
- 

**ITEM 5.3: FUTURE DEVELOPMENT – (What are our goals?):**

**Main Aims and Objectives:**

The Football Club shall create opportunities, increasing participation and develop pathways for women and girls to be coached from mini football to senior female football. Encouraging both women and girls to improve their individual skills, fitness, and team play at all levels and contribute to



producing talented and gifted female players that will eventually represent the local community, county, and eventually their country.

### **Long Term Player Development:**

An integrated club-wide programme is the key for optimum long term player development. There must be a line that connects junior U7 players up to adult player, a line that everyone in the football club understands and follows. Without such a programme, the long-term player development process becomes disjointed, difficult to monitor and evaluate, causing players to graduate with skill gaps. A deficit in one stage of the player's development process will tend to inhibit acquisition of more complex skills at a later stage.

**Junior Level Coaching Programme:** At this development stage junior players have a special ability to learn. Therefore, this is the right age to work on specific individual techniques and small group skills. Through game related skills progressions the coached players will develop basic attacking and defensive principles. Speed, coordination, balance and agility are the main physical aspects to improve at this stage.

- U7 – U8 Junior Players (5 vs. 5 Development football);
- U9 – U10 Junior Players (7 vs. 7 Development football);
- U11 Junior Players (9 vs. 9 Development football);

**Youth Level Coaching Programme:** At this development stage youth players will spend a greater amount of time to improve as individuals and as a team. Coaching sessions are oriented more towards tactics. Attacking and defending will be part of all small sided team games. Youth players will also be working to refine decision making and technique.

- U12 Youth Players (9 vs. 9 Competitive football);
- U13 – U14 Youth Players (11 vs. 11 Competitive football);
- U15 – U16 Youth Players (11 vs. 11 Competitive football);

**Senior Level Coaching Programme:** At this development stage the important aspects of the tactical training are speed of play, quick transition and finishing in the attacking third. Two of the main techniques emphasised at this stage are speed and accuracy as well as specific positional work. Focus is on the quality of work and not the quantity.

- U17 – U18 Youth Players (11 vs. 11 Competitive football);

### **Women & Girls Teams Development:**

- **Ladies Team** – promotion to the Norfolk Women & Girls League Women's Division 1.
- 

## **ITEM 5.4: POTENTIAL STRATEGIES: – (How will we get there?):**

### **Working Group(s):**

Subject to such directions as may be given by the Club Chairperson, the duly elected Club officers of the Club Management Committee shall appoint Working Groups of the Football Club, consisting wholly or partly of Club officers or Club officers and Club members or Club members and Club associate members. Every effort shall be made to match the needs and requirements of the Working Groups and the skills, knowledge and interests of prospective Club officers. The Team Leaders of the Working Groups shall be responsible for a particular project(s) convening meeting, chairing discussions, and facilitating the processes of meeting the main aims and objectives. The Club Management Committee may appoint Working Groups from time to time for such purposes as specified by the Club Management Committee and the Team Leader for each Working Group shall be appointed by the Club Management Committee.

### **Retain & Increase Participation:**

To support and retain all existing players and teams within the Football Club and look to develop opportunities where gaps in provision exist in the local community of Great Yarmouth and the surrounding areas and introduce new players to the game. The Football Club shall actively attempt to attract Club players by:

- Many playing opportunities exists for boys but not so many for girls wishing to play, so the Football Club shall look to create new female only teams with support from their County FA?

### Useful Contacts:

- The FA – County FA – Norfolk Women & Girls Football League.
- 

### ITEM 5.5: FINANCIAL PLANNING – (How much is it going to cost?):

**Annual Operating Budget:** The duly elected Club officers of the Club Management Committee shall plan for future income and expenditure by creating an annual operating budget. Approval of the annual operating budget is one of the fundamental building blocks of sound financial management. Creating the annual operating budget is initially the responsibility of the Finance Group, who shall review the proposed budget and the duly elected Club officers shall adopt the budget at a Club Management Committee meeting. The approved budget shall then serve as a guide for financial activity in the months ahead. Budgets should not be “written in stone” because the financial position as a not-for-profit local community football club may change during the financial year (**1st June to 31st May**).

### Expenditure Assumptions:

County FA membership – League affiliation fees – Medical Insurance policy – Pitch fees – Training facilities – Coaching equipment – First Aid kits – Match officials – Playing kits (i.e., home shirt, away shirt, shorts and socks) and any other Football Club football related costs (i.e., equipment repair and/or replacement).

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### ITEM 5.6: PREDICTED TIMEFRAME – (When will we get there?):

#### Regularly Review, Reflect and Act:

Not every initiative will be actionable straight away. The Football Club will need to determine which goals can be achieved and when by considering the financial resources and workforce structure that are available. You can break these down into weeks, months or years and allocate the appropriate attention based on key milestones. These dates will also help determine if your goals are on track or if an adjustment is necessary. Regular reviewing and reflecting on the progress of the club development plan, which is a working document, needs to be continuously discussed at the monthly Club Management Committee meetings which shall help the Football Club determine if the goals have been achieved or if they need to be adjusted or adapted. A good plan will be flexible enough to accommodate changes and include new opportunities.

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## SECTION 6 – VETERANS FOOTBALL DEVELOPMENT:

### ITEM 6.1: RESPONSIBILITY – (Who shall be responsible?):

**Club Team Officials:** The duly elected Club officers of the Club Management Committee shall each seasonal year (**1st June to 31st May**) at their first Club Management Committee Meeting following each Annual Members Meeting (AGM) appoint a suitable individual(s) to be responsible for each Club Senior team affairs and this decision shall be ratified by the remaining Club officers of the Club Management Committee. All subsequent appointments and renewal of appointments for Club Senior Team Manager(s), Assistant managers, Club Coaching staff and Club Medical personnel hereinafter referred to as the “**Club Team officials**” shall be screened and approved by a Selection Panel of Club officers of the Club Management Committee prior to any appointment.

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### ITEM 6.2: CURRENT SITUATION – (Where are we now?):

#### Self-Assessment:

- **Veterans Team** – currently the team play in the Norfolk & Suffolk Veterans League Division One North.

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### **ITEM 6.3: FUTURE DEVELOPMENT – (What are our goals?):**

#### **Main Aims and Objectives:**

- To ensure that players 35 years of age or older have the opportunity to play football.

#### **Veteran Teams Development:**

- **Veteran Team** – promotion to the Norfolk & Suffolk Veterans League Premier North.
- 

### **ITEM 6.4: POTENTIAL STRATEGIES – (How will we get there?):**

#### **Working Group(s):**

Subject to such directions as may be given by the Club Chairperson, the duly elected Club officers of the Club Management Committee shall appoint Working Groups of the Football Club, consisting wholly or partly of Club officers or Club officers and Club members or Club members and Club associate members. Every effort shall be made to match the needs and requirements of the Working Groups and the skills, knowledge and interests of prospective Club officers. The Team Leaders of the Working Groups shall be responsible for a particular project(s) convening meeting, chairing discussions, and facilitating the processes of meeting the main aims and objectives. The Club Management Committee may appoint Working Groups from time to time for such purposes as specified by the Club Management Committee and the Team Leader for each Working Group shall be appointed by the Club Management Committee.

- Recruit and advertise for Club players in the local community of Great Yarmouth and the surrounding areas.

#### **Retain & Increase Participation:**

To support and retain all existing players and teams within the Football Club and look to develop opportunities where gaps in provision exist in the local community of Great Yarmouth and the surrounding areas and introduce new players to the game.

#### **Useful Contacts:**

- The FA – County FA – Norfolk & Suffolk Veterans League.
- 

### **ITEM 6.5: FINANCIAL PLANNING – (How much is it going to cost?):**

**Annual Operating Budget:** The duly elected Club officers of the Club Management Committee shall plan for future income and expenditure by creating an annual operating budget. Approval of the annual operating budget is one of the fundamental building blocks of sound financial management. Creating the annual operating budget is initially the responsibility of the Finance Group, who shall review the proposed budget and the duly elected Club officers shall adopt the budget at a Club Management Committee meeting. The approved budget shall then serve as a guide for financial activity in the months ahead. Budgets should not be “written in stone” because the financial position as a not-for-profit local community football club may change during the financial year (**1st June to 31st May**).

#### **Expenditure Assumptions:**

County FA membership – League affiliation fees – Medical Insurance policy – Pitch fees – Training facilities – Coaching equipment – First Aid kits – Match officials – Playing kits (i.e., home shirt, away shirt, shorts and socks) and any other Football Club football related costs (i.e., equipment repair and/or replacement).

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### **ITEM 6.6: PREDICTED TIMEFRAME – (When will we get there?):**

#### **Regularly Review, Reflect and Act:**

Not every initiative will be actionable straight away. The Football Club will need to determine which goals can be achieved and when by considering the financial resources and workforce structure that are available. You can break these down into weeks, months or years and allocate the appropriate attention based on key milestones. These dates will also help determine if your goals are on track or if an adjustment is necessary. Regular reviewing and reflecting on the progress of the club development plan, which is a working document, needs to be continuously discussed at the monthly Club Management Committee meetings which shall help the Football Club determine if the goals have been achieved or if they need to be adjusted or adapted. A good plan will be flexible enough to accommodate changes and include new opportunities.

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## **SECTION 7 – WALKING FOOTBALL DEVELOPMENT:**

### **ITEM 7.1: RESPONSIBILITY – (Who shall be responsible?):**

**Club Team Officials:** The duly elected Club officers of the Club Management Committee shall each seasonal year (**1st June to 31st May**) at their first Club Management Committee Meeting following each Annual Members Meeting (AGM) appoint a suitable individual(s) to be responsible for each Club Senior team affairs and this decision shall be ratified by the remaining Club officers of the Club Management Committee. All subsequent appointments and renewal of appointments for Club Senior Team Manager(s), Assistant managers, Club Coaching staff and Club Medical personnel hereinafter referred to as the “**Club Team officials**” shall be screened and approved by a Selection Panel of Club officers of the Club Management Committee prior to any appointment.

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### **ITEM 7.2: CURRENT SITUATION – (Where are we now?):**

#### **Self-Assessment:**

- At present no walking football teams or groups access our facilities.
- 

### **ITEM 7.3: FUTURE DEVELOPMENT – (What we want to achieve?):**

#### **Main Aims and Objectives:**

- To establish Walking football at Great Yarmouth Town Football Club.
  - Walking Football is a slow-paced version of the game of association football. It is aimed at getting players back involved in the sport or those that want to continue to play but at a slower pace.
- 

### **ITEM 7.4: POTENTIAL STRATEGIES – (How will we get there?):**

#### **Working Group(s):**

Subject to such directions as may be given by the Club Chairperson, the duly elected Club officers of the Club Management Committee shall appoint Working Groups of the Football Club, consisting wholly or partly of Club officers or Club officers and Club members or Club members and Club associate members. Every effort shall be made to match the needs and requirements of the Working Groups and the skills, knowledge and interests of prospective Club officers. The Team Leaders of the Working Groups shall be responsible for a particular project(s) convening meeting, chairing discussions, and facilitating the processes of meeting the main aims and objectives. The Club Management Committee may appoint Working Groups from time to time for such purposes as specified by the Club Management Committee and the Team Leader for each Working Group shall be appointed by the Club Management Committee.

- To set up a Working Group to look into the possibility of walking football with the opening of the Wellesley 3G facility, increasing participation, access, creating opportunities and develop pathways for older participants.

- Recruit and advertise for players in the local community of Great Yarmouth and the surrounding areas.

### **Retain & Increase Participation:**

To support and retain all existing players and team(s) within the Football Club and look to develop opportunities where gaps in provision exist in the local community of Great Yarmouth and the surrounding areas and introduce new players to the game.

### **Useful Contacts:**

- The FA – County FA – Community Sports Foundation.
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## **ITEM 7.5: FINANCIAL PLANNING – (How much is it going to cost?):**

**Annual Operating Budget:** The duly elected Club officers of the Club Management Committee shall plan for future income and expenditure by creating an annual operating budget. Approval of the annual operating budget is one of the fundamental building blocks of sound financial management. Creating the annual operating budget is initially the responsibility of the Finance Group, who shall review the proposed budget and the duly elected Club officers shall adopt the budget at a Club Management Committee meeting. The approved budget shall then serve as a guide for financial activity in the months ahead. Budgets should not be “written in stone” because the financial position as a not-for-profit local community football club may change during the financial year (**1st June to 31st May**).

### **Expenditure Assumptions:**

County FA membership – League affiliation fees – Medical Insurance policy – Pitch fees – Training facilities – Coaching equipment – First Aid kits – Match officials – Playing kits (i.e., home shirt, away shirt, shorts and socks) and any other Football Club football related costs (i.e., equipment repair and/or replacement).

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## **ITEM 7.6: PREDICTED TIMEFRAME – (When will we get there?):**

### **Regularly Review, Reflect and Act:**

Not every initiative will be actionable straight away. The Football Club will need to determine which goals can be achieved and when by considering the financial resources and workforce structure that are available. You can break these down into weeks, months or years and allocate the appropriate attention based on key milestones. These dates will also help determine if your goals are on track or if an adjustment is necessary. Regular reviewing and reflecting on the progress of the club development plan, which is a working document, needs to be continuously discussed at the monthly Club Management Committee meetings which shall help the Football Club determine if the goals have been achieved or if they need to be adjusted or adapted. A good plan will be flexible enough to accommodate changes and include new opportunities.

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## **SECTION 8 – DISABILITY FOOTBALL DEVELOPMENT:**

### **ITEM 8.1: RESPONSIBILITY – (Who shall be responsible?):**

**Club Team Officials:** The duly elected Club officers of the Club Management Committee shall each seasonal year (**1st June to 31st May**) at their first Club Management Committee Meeting following each Annual Members Meeting (AGM) appoint a suitable individual(s) to be responsible for each Club Senior team affairs and this decision shall be ratified by the remaining Club officers of the Club Management Committee. All subsequent appointments and renewal of appointments for Club Senior Team Manager(s), Assistant managers, Club Coaching staff and Club Medical personnel hereinafter referred to as the “**Club Team officials**” shall be screened and approved by a Selection Panel of Club officers of the Club Management Committee prior to any appointment.

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## **ITEM 8.2: CURRENT SITUATION – (Where are we now?):**

### **Self-Assessment:**

- At present no disability football teams or groups access the facilities.
  - What opportunities does the Football Club have for participation by people with a disability?
  - Are facilities suitable for people with a disability?
  - Do Club coaches have sufficient knowledge to work with people with a disability?
- 

## **ITEM 8.3: FUTURE DEVELOPMENT – (What are our goals?):**

### **Main Aims and Objectives:**

- To ensure that football opportunities are inclusive for people with disabilities.
  - To set up a Working Group to look into the possibility of walking football with the opening of the Wellesley 3G facility, increasing participation, access, creating opportunities and develop pathways for disabled participants.
  - To establish Disability football at Great Yarmouth Town Football Club.
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## **ITEM 8.4: POTENTIAL STRATEGIES – (How will we get there?):**

### **Working Group(s):**

Subject to such directions as may be given by the Club Chairperson, the duly elected Club officers of the Club Management Committee shall appoint Working Groups of the Football Club, consisting wholly or partly of Club officers or Club officers and Club members or Club members and Club associate members. Every effort shall be made to match the needs and requirements of the Working Groups and the skills, knowledge and interests of prospective Club officers. The Team Leaders of the Working Groups shall be responsible for a particular project(s) convening meeting, chairing discussions, and facilitating the processes of meeting the main aims and objectives. The Club Management Committee may appoint Working Groups from time to time for such purposes as specified by the Club Management Committee and the Team Leader for each Working Group shall be appointed by the Club Management Committee.

- Advertise and recruit players from the local community of Great Yarmouth and the surrounding areas.

### **Retain & Increase Participation:**

To support and retain all existing players and team(s) within the Football Club and look to develop opportunities where gaps in provision exist in the local community of Great Yarmouth and the surrounding areas and introduce new players to the game.

### **Useful Contacts:**

- The FA – County FA – Community Sports Foundation – Wellbeing Services – Active Norfolk.
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## **ITEM 8.5: FINANCIAL PLANNING – (How much is it going to cost?):**

**Annual Operating Budget:** The duly elected Club officers of the Club Management Committee shall plan for future income and expenditure by creating an annual operating budget. Approval of the annual operating budget is one of the fundamental building blocks of sound financial management. Creating the annual operating budget is initially the responsibility of the Finance Group, who shall review the proposed budget and the duly elected Club officers shall adopt the budget at a Club Management Committee meeting. The approved budget shall then serve as a guide for financial activity in the months ahead. Budgets should not be “written in stone” because the financial position as a not-for-profit local community football club may change during the financial year (**1st June to 31st May**).

**Expenditure Assumptions:**

County FA membership – League affiliation fees – Medical Insurance policy – Pitch fees – Training facilities – Coaching equipment – First Aid kits – Match officials – Playing kits (i.e., home shirt, away shirt, shorts and socks) and any other Football Club football related costs (i.e., equipment repair and/or replacement).

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**ITEM 8.6: PREDICTED TIMEFRAME – (When will we get there?):****Regularly Review, Reflect and Act:**

Not every initiative will be actionable straight away. The Football Club will need to determine which goals can be achieved and when by considering the financial resources and workforce structure that are available. You can break these down into weeks, months or years and allocate the appropriate attention based on key milestones. These dates will also help determine if your goals are on track or if an adjustment is necessary. Regular reviewing and reflecting on the progress of the club development plan, which is a working document, needs to be continuously discussed at the monthly Club Management Committee meetings which shall help the Football Club determine if the goals have been achieved or if they need to be adjusted or adapted. A good plan will be flexible enough to accommodate changes and include new opportunities.

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