

CCCS Football Team

GROW YOUR WAY

2★★ AND 3★★★ CLUB DEVELOPMENT PLAN

2023-2024



ACCREDITED
PART OF ENGLAND FOOTBALL

ADD CLUB'S NAME HERE

CLUB DEVELOPMENT PLAN

As an England Football Accredited Club, we give you the tools and support to create a club development plan that ensures your club is built to last.

This plan will help you in six important areas:

- Identity
- Governance
- Football Development
- Finance
- Facilities
- Marketing & Communications

With this plan in place, you'll be on the way to developing a successful, sustainable club at the heart of your community: a great environment where everyone can thrive together.

This Club Development Plan is for YOU.

It's for you to use and adapt however you like.

Use some of it, use all of it, it's yours to edit. Why? Because nobody knows your club better than you and the people who run it with you.

It's here to help you all plan together for a successful season.

For more ideas and inspiration for your clubs development needs please visit: [The Leagues and Clubs YouTube Hub](#).



STRATEGIC PLANNER

Use this planner to set goals and tasks you need to complete. These may focus on tasks to form the club identity, create a successful structure, ensure you have the right people in the right roles, develop effective financial planning, and to identify and secure the required facilities for your club.

Top Tips: Visit our [England Football League and Club Hub](#) on YouTube for helpful ideas and insights. Visit our [England Football Learning](#) website for ideas to help you develop your football philosophy. 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?
To Secure priority status at preferred home ground	Improving engagement with the school premises manager (Matt Morgan) and Schools plus	To be done prior to 23-24 season	Chairman	No Cost	End of 22-34 Season
Retain Existing teams and Coaching staff	Continue to support coaching staff and parents by building the committee team	Current /annually	Teams Managers and club committee	No cost	Every Season
Start a under 7s team each season	Improve community engagement and advertisement and specific development season runs by qualified coaches	Current /annually	Teams Managers and club committee	Team kit £450 per annum Equipment £450 per annum League fees and training pitch cost (Sourced potential sponsorship to assist costs)	Every Season



STRATEGIC PLANNER

Objective	How will you achieve this?	Timescale	Who is responsible?	Cost	When will you review this?
Provide weekly open fun training sessions for 4-6 year olds	Secure indoor (all weather) training at home location with qualified coaches.	Launched and ongoing	club committee and under 7s coaching team	Equipment and Training fees £450	Every Season
Maintain link with local professional fc clubs (Coventry City)	Communication – Community engagement and attendance of academy run tasters	Prior to 23-24 season	Club Committee – Coventry City FC	N/A	Every Season
Initiate sign up event days to complete mandatory paper work – Governance Safeguarding Welfare Registration	Source appropriate location with league registration dates	Summer 2023	Club Committee	Room Hire £80	Every Season
To initiate community projects with local School that will benefit the whole community.	Communication with School. School to help with providing students to help organise as part of their education.	Launching 2024	Club Committee and Lead teacher at John Henry Newman	£0	Every Season



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 JOURNEY SO FAR



ACHIEVEMENTS

Formed in 1971 running successfully for 52 years through the pandemic

Under 16's Open cup Winners 2022

Under 15's League Winners 2021

Under 16's County Cup Winners

First Girls team established 2008

HISTORY

In 1970 work began on a new community centre on Bosworth Drive, Chelmsley Wood. Before the club was built the idea of a boys football club based in the centre was brought forward by Arthur Farrell. Discussions were held between Arthur, Willie Cullen (Secretary of Chelmsley Boys FC), Robert Cullen (Chairman), Owen O'Neil (Secretary), Jack Byrne (Treasurer), John Lester, Tucker Burke, Ted James, Joe Kelly & Brandon Flannagan.

MILESTONES

Reaching our 50th year as a club during the pandemic 2021

First Girls team established 2008 with awarded lottery grant

2000 Club presentation nights held at Hilton Metropole with 1000 attendance

1998 First Woman Manager Appointed

AMBITIONS FOR THE FUTURE

To continue grow and develop community youth football and renew the reputation and values of the CCC's.

To start a all girls side any ages to help progress women's football In the community

To explore the opportunity to provide coaching the disabled players in the community.

A CLUB WITH VISION



The Catholic Community Centre Football Club aim to provide a safe environment for players of all abilities, to learn, develop and enjoy playing football as a community sport, with community values.

CLUB STRATEGIC GOAL 1

To Secure priority status at preferred home ground

To Make sure we have a home ground that is local to our community.

VALUES

We know our specific home ground will provide a safe environment for our players whilst being a cornerstone to the community.

CLUB STRATEGIC GOAL 2

Retain Existing teams and Coaching staff

To retain top level coaches within our club by giving them chance to progress their coaching qualifications.

VALUES

This will help the players at CCC learn and develop whilst having fun by committed coaches who care about the club.



EVERYTHING SHOULD LADDER UP TO THE VISION

CLUB STRATEGIC GOAL 1

Start a under 7s team each season

This Goal and the mini kickers goal are heavily linked as the Mini kickers will allow us to produce an under 7's team every season.

VALUES

Getting local young people active.

CLUB STRATEGIC GOAL 2

Maintain link with local professional fc clubs (Coventry City)

Offer progression to players.
To offer extra learning and coaching opportunities to our coaching volunteers.

VALUES

Offers our talented young players opportunity to progress

Mission – To grow the club so we have an established team at every age group.

DEVELOPING YOUR BRAND



THINK

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

Think GREEN AND WHITE...

Long standing successful club at the heart of the Community

FEEL

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

Welcome , Proud and supported by the teams its players and its staff.

We would like our community to comfortable to give feedback and engage with the club.

We would like the community and players to want to stay involved with the club into adult like

DO

How do you want people to interact with your club?

Visit social media platforms and engage on post with comment. Likes and shares.

We display committee contact information and encourage feedback

Attend games and support home and away fixtures

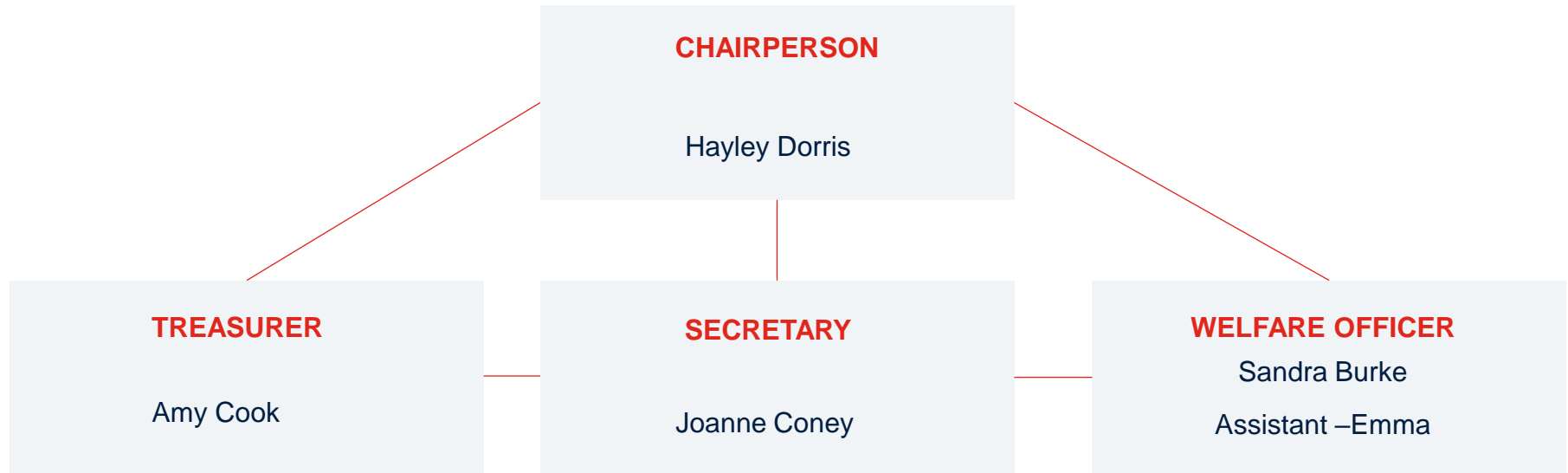
We host Christmas party open to all to celebrate our clubs success annually



GOVERNANCE

Governance is all about the systems, policies and procedures that you put into action to ensure your club always operates in the best possible way.

CLUB STRUCTURE



RISK MANAGEMENT



Use this template to help your committee make the best decisions about the future of your club.

STRENGTHS

- Reputation
- Establishment within the community
- Current qualified Volunteers
- Forward Thinking Committee
- FA Affiliation

WEAKNESSES

- Not having our owned premises
- Size of Current amount of teams within Club

OPPORTUNITIES

- Coaching progression Via club and community links
- Player Progression
- FA Affiliation

THREATS

- Not having our owned premises
- Competition for players within local community
- Lack of off site Training/ Playing Availability
- Size of Current Club
- Rising Cost of playing facilities

ROLES AND RESPONSIBILITIES



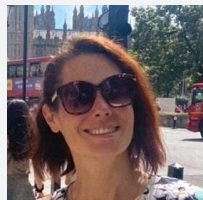
Use this to record who's who within your club, and what they do there. This is useful to share with club members and put on display as known key points of contact. You can add as many other roles to the list as you like.

CHAIRPERSON



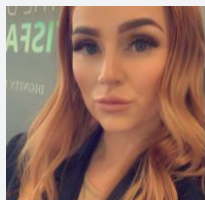
Joined club in 1998 aged 16 to manage newly formed under 7's. Has taken two teams from u7's – u16's over 25 years winning league titles and cups. Excited to now be chairman and help this great club progress.

ASSISTANT WELFARE OFFICER



My eldest son joined CCCs in 2016 with my youngest starting in the U7s the same year. I helped with the admin for the U8s then took over managing the team at U10s for a few seasons and still help out with coaching when needed. I now assist Sandra with the club welfare.

SECRETARY



Having started my connection with the CCC's as a player parent. I was keen to get involved and assist the club as much as I could and when the opportunity came to join the committee in 2022 I was happy to help our brilliant club develop and grow and keep our longstanding club on its current path of growth

SOCIAL MEDIA OFFICER



My eldest son moved over to 3C's in 2016 and I soon became involved with coaching the under 10's. We won a couple of trophies the following season and I also got involved with coaching and running school football as well as helping out with mini kickers. I currently coach our under 14's and also maintain the club's website.

WELFARE OFFICER



My name is Sandra Burke i first became involved with Ccc's as parent when my son played 13 years ago became club Welfare Officer my son became too old to play and he left i stayed . Great family club with good ethos.

CLUB PRESIDENT



My name is Bob Elliott I have been involved with this great club one way or another for nearly all of its 52 years. I started as a parent with my son tony in 1977 and have since been Chairman, Treasurer, Coach, Secretary and I am now the Club President



FOOTBALL DEVELOPMENT

Football Development is the way in which a club grows its on-pitch activities across the club. Football Development activities cover performance and participation and include all formats of the game – as well as the growth and training of all matchday staff.

TEAM AND OPPORTUNITY GROWTH PLANNER



Age group or area i.e team or fun football	Male or Female or Disability	Number of teams/ offer (currently)	Projected number of teams or offer (1-3 years)	Coaches and Volunteers	Long-term development aims	League(s)
<i>EXAMPLE: Adult football</i>	<i>Female Male Disability</i>	<i>None 1x Open Age 1x Veterans None</i>	<i>1x Open Age 2x Open Age 1x Veterans Just Play session</i>	<i>1x Coach 1 Coach 2x Volunteers</i>	<i>National League National League Team creation</i>	<i>County League County League N/A</i>
Childrens	Male	1 under 9's 2x under 12's 1x under 14's	1x under 7's 1 x under 8's 1 x under 9's 1x under 10's 1 x under 11's 1 x under 12's 1 x under 13's 1 x under 14's 1 x under 15's 1 x under 16's	2 x coaches 2 x volunteers per team	CWFL	CWFL
Children's	Female	0	1 x under 10's 1 x under 12's	2 x coach's 2 x volunteers per team	CWFL	CWFL
Children's	Disability	0	1 x Just Play session	2 x coach's 3 x volunteers per team	N/A	N/A

2023/2024



COACH CPD PLANNER

TOP TIP: Speak with your local County FA to find out what education and learning opportunities there are for coaches and volunteers within your club or contact your local volunteering organisation.

Month (by start of season)	Details
September	New coaches to Club to attend EE Playmaker by England football course provided by FA. All Coaches to have Safeguarding Children course completed.
October	
November	
December	Coaches who are interested in progressing their coaching to attend Introduction to coaching football course provided by FA and funded by Club.
January	
February	
March	
April	
May	All coaches who need to renew safeguarding and first aid to be identified for new season.



FINANCE

Income, expenditure, cashflow, turnover and forecasting. These are just five aspects of financial management that every club must manage effectively to operate healthily, and to ensure the club can grow.

BUDGET OVERVIEW



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

Season	Cost (£)
Total Projected Income	£17,796.00
Total Projected Expenditure	£13,959.70
Annual Balance	£3,836.30

Annual Accounts Sheet

Club	Catholic community centre football club 		
Year	2023/2024		
Income	Expenditure		
Sponsorship	£1,200.00	Affiliation	£120.00
Subs	£5,040.00	Pitch Hire	£1,193.30
Donations	£0	Training Hire	£9,026.40
Grants	£0	Referee Fees	£0
Trips	£0	Washing	£0
Training fees	£9,026.40	Fines	£0
Sports hall	£1,720.00	Sports hall	£1,720.00
Registration fees	£810.00	Coach training	£200
		DBS	£50
		Other	£500
		Kit	£1,200.00
Total Income	£17,796.00	Total Expenditure	£13,959.70

Opening Balance	£3,836.30
+ Surplus / Deficit	surplus £3,823.60
Total / Closing Balance	£7,659.90

SPONSORSHIP PLANNING



Age group	Sponsor Partner	Amount and duration	Sponsor contact	Tactic to keep them updated	Renewal	Other commitments
<i>EXAMPLE: Adult male 1st team</i>	<i>Golden Lion – sponsoring the shirt</i>	<i>£500 per season for two seasons</i>	<i>Name Email</i>	<i>Monthly email, email newsletter</i>	<i>Due June 2023 Approach April 2023</i>	<i>Shout out on Twitter 1x month</i>
U7's	LS Roofing Services	£500 Kit Every Season	Lee Smallwood		Approach January 2024 Due April 2024	Shout out on Facebook every month
U'8's	Sweeneys Alloy refurbishment	£200 sweat tops one off	Matthew Sweeney		Unknown	Shout out on Facebook every month
U12's	Purnells Restaurant	£500 Kit every season Also donates meals for Christmas Party	Glen Purnell	Glen is a parent so always in contact with club	Approach November 2023 Due April 2024	Shout out on Facebook every month



FACILITIES

Your club facilities are all the physical elements of your club – e.g. clubhouses, changing rooms, offices, pitches, floodlights – and all aspects of your stadium and grounds. Depending on your club's ambitions, you may need to source funding for any facilities projects you have in mind.

EMERGENCY ACTION PLAN



Club contact details			
Club Name	CCC Football Club		
Home pitch Address	Chelmsley Rd, Fordbridge, Birmingham	Postcode	B37 5GA
Telephone			

Name	Manager Onsite	Mobile number	TBC
For queries about this EAP			
See relevant coach for First Aider on day of match	Whatever CCC Manager is playing on the day will be the first aider on the day of match		

First Aid Equipment and Facilities	
Item	Location
Defibrillator	Located in main reception in school
Stretcher	Located in PE Department
First Aid Room	Located in PE Department

Access routes	
For Ambulance	Take 1 st right when through school gates. That will lead to a playground.
From Pitch to Ambulance	Access to gates from playground to pitches.

Other Information	
Nearest A&E / Trauma Hospital	Birmingham Heartlands Hospital
Fastest Route to A&E / Trauma Hospital	Via East Meadway
Distance and Journey time	4 miles = 13 mins
Nearest Walk-in Centre	Birmingham heartlands Hospital
Alternative Trauma Hospital	Queen Elizabeth Hospital Birmingham

TEAM FACILITY PLAN



Team name / age group	Facility name / Details	Day, time and duration	Matchday or training session?	Who is responsible for bookings?	Frequency of hire / length of booking	Cost
<i>EXAMPLE: U11s Wildcats</i>	<i>Foredyke Primary 9v9 pitch</i>	<i>Sundays 10.30am 60mins</i>	<i>Matchday</i>	<i>Joe Bloggs</i>	<i>Season, bi-weekly</i>	<i>£800-£1000</i>
Under 7's & Under 8's	John Henry Newman Small 5v5 pitch	Sunday 10am 50 mins	Matchday	Chairman	Weekly	£22.51 per week
Under 9's & Under 10's	John Henry Newman Small 7v7 Pitch	Sunday 1.30pm 50 Mins	Matchday	Chairman	Weekly	£22.51 per week
Under 13's x 2	John Henry Newman Small 11v11 Pitch	Sunday 11am 70 mins	Matchday	Chairman	Weekly	£45.02 per week
Under 15's	John Henry Newman Big 11v11 Pitch	Sunday 12.30pm 80 mins	Matchday	Chairman	Bi Weekly	£45.02 per week
All teams above	John Henry Newman Astro turf Every team has one quarter of a pitch	Every team has 1 session Monday – Friday 6-7pm	Training	Chairman	Weekly	£24.60 per quarter per hour per team per week which equals £172.20 per week for whole club
Minikickers	John Henry Newman	Saturday 11am	Training	Chairman	Weekly	£22.51 per week



MARKETING AND COMMUNICATIONS

Marketing and Communications are focused on two things:

1. Generating positive awareness of your club and what it offers
2. Actively encouraging people to join or take part in activities your club provides

SOCIAL MEDIA ENGAGEMENT



Social media is a great way to talk to your existing club members and to attract new members of your community.

But before you type anything, think about who your target audience is. Are you trying to talk to potential players? Maybe you're trying to attract new volunteers? Or simply promoting your facilities for hire? Whatever the motive, it's good to have a plan to make sure you talk to each audience in a way that suits them.

To download a social media planner template, [click here](#)

Remember: consistency is key, so once you've decided which social media platforms your club will use, try to be consistent with the way you talk and how often you post.

Try using hashtags that you can track and review the success of over time.

COMMUNICATIONS PLAN



Throughout the season your club should actively connect with your local community. Whether it's through personal contact, matchdays, training events or through email and social media, your club should be seen as a hive of activity.

To help your club be on the front foot in planning and promoting positive news stories and also in recruiting the next generation of participants and volunteers from your community, we've developed a communications template for you, which you can [download here](#).

USEFUL LINKS

England Football Resources

[England Football – Leagues & Clubs](#)

[England Football Accreditation](#)

Club Learning Opportunities

[YouTube - The League and Club Hub](#)

[England Football Learning](#)

Club Resources

[Club Structures Guide](#)

[Contact details for County FAs](#)

Other Grassroots Support

[Football Foundation](#)

[Football Foundation – Local Plans](#)

[Sport England](#)

[Sport England – Funding](#)