

**FA Charter Standard Community Club Plan for
Milton & Fulston United**

March 2009



Football Development Objectives – 3 Year Plan

Our Vision

The overall vision of the Club is to provide quality, safe opportunities for young people of all ages, sex and ability in our community.

To provide a safe and positive environment for all at the Club and all we play/come into contact with.

Encourage everyone to realise their potential, develop personal skill and confidence.

To provide the highest standards of coaching and facilities at every level of the Club

Continually look to and develop everything in the Club and never stop moving forward.

To provide the opportunity for all players to be able to play for the Club throughout their whole career from Under 8's all the up to Senior Level.

To establish a Disabled Team.

To provide fun and enjoyment to all.

MILTON & FULSTON UTD FOOTBALL CLUB

Formed 2008. KCFA Affiliated

President Michael J. Way



Chairman Neil Langford. 77 Woodstock Road Sittingbourne Kent ME10 4HJ 01795 555759
Treasurer Neil Langford 77 Woodstock Road Sittingbourne Kent ME10 4HJ 01795 555759
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Our Objectives

- 1) Club Vision
- 2) Club Development Table
- 3) Team Development
- 4) Workforce Development (staff, coaches, tutors, referees, volunteers)
- 5) School Club Links
- 6) Links with Girls'/ Women's Football (or Boys'/ Adult Male Football)
- 7) Football for Disabled People
- 8) Communication and Marketing

Milton & Fulston United Club Development Table

	Current Year Season 2008-2009			Year 1 Season 2009-2010			Year 2 Season 2010-2011			Year 3 Season 2011-2012		
No of Teams	24			26			27			28		
	Boys	Girls	Disability	Boys	Girls	Disability	Boys	Girls	Disability	Boys	Girls	Disability
Age Groups	U8	U10		U8	U10		U8	U10	Junior	U8	U10	Junior
	U9	U11		U9	U11		U9	U11		U9	U11	A.N.
	U10, U10	U12		U10	U12		U10	U12		U10	U12	Other
	U11, U11	U13		U11, U11	U13		U11	U13		U11	U13	
	U12	U14		U12, U12	U14		U12, U12	U14		U12	U14	
	U13	U14		U12	U15		U13, U13	U15		U13, U13	U15	
	U14	U15		U13	U15		U13	U16		U14, U14	U16	
	U15	Senior		U14	U16		U14	U16		U14	U18	
	U16, U16			U15	Senior		U15	U18		U15	U18	
	U18, U18			U16			U16	Senior		U16	Senior	
	Senior			U18, U18			U18, U18			U18, U18		
	5-a-side			Senior			Senior			Senior		
				Senior			Senior			Senior		
				Reserves			Reserves			Reserves		
				5-a-side			5-a-side			5-a-side		

Milton & Fulston United Team Development

Our Aim

To provide all age groups with competitive football

Our Achievement Targets

1. All Mini Soccer Teams in local Mini Soccer Leagues.
2. All Junior Teams in the local Youth League.
3. Run 2 x Annual Mini Soccer Tournaments.
4. Be a central venue host to a local Mini Soccer League.
5. To host 2 x Annual Open Days for Boys and Girls.
6. To provide competitive football for people with disabilities.
Age Group to be decided.
7. Start new Team Under 12's Boys to represent the Swale area in a local District League.

Our Plan

Objective	Tactic	Achievement Target	Responsibility	Timescale	Finance
All Mini Soccer Teams in local Mini Soccer Leagues.	Enter all teams in local Mini Soccer Leagues.	All Mini Soccer Teams entered into Mini Soccer League.	Secretary	All teams in appropriate leagues in line with the Club Development Table	County FA and League Affiliation fees
All Junior Teams in the local Youth League.	Enter all teams in local Youth Leagues.	All Junior Teams entered into local Youth Leagues.	Secretary	All teams in appropriate leagues in line with the Club Development Table	County FA and League Affiliation fees

Our Plan

Run 2 x Annual Mini Soccer Tournaments.	To invite all local clubs to participate	2 x Annual Mini Soccer Tournaments delivered	Club Committee	Year 1 – 50 Mini Soccer Teams to enter Year 2 – 60 Mini Soccer Teams to enter Year 3 – 70 Mini Soccer Teams to enter	Tournaments will cover own costs and make a profit for the Club
Be a central venue host to a local Mini Soccer League.	Agreement reached with local league(s)	Venue used as a central venue site	Secretary	Year 1 – Contact league, identify needs and source venue Year 2 and 3 – Host further event (s)	Venue hire. Should be covered by League/participating Teams
To host 2 x Annual Open Days for Boys and Girls.	Advertise locally for boys and girls to attend	To attract new players to the Club	Club Committee	Year 1 – Host event with 30 boys and girls attending Year 2 – Host event with 40 boys and girls attending Year 3 – Host event with 50 boys and girls attending	£100 for hire of pitches. Remainder of services are provided free by volunteers from within the Club
To provide competitive football for people with disabilities. Age Group to be decided.	Investigate what is required by the Club and seek links with potential sources e.g. Schools, existing disabled teams looking to join a Club	To have a disabled team within the Club and have them entered into a local league	Club Committee	Year 1 – Identify School club link with special school and appoint qualified coaches, Year 2 – Provide free coaching to school to establish team to enter County FA Disability League Year 3 – Enter 2 disabled Teams playing in League.	2 Coaches on Coaching Disabled Footballers course 2 x £50 = £100

Our Plan

Start new Team Under 12's Boys to represent the Swale area in a local District League.	Liaise with local Schools and advertise in local media.	To have a new Under 12's Boys Team representing Swale area affiliated to the Club and entered into District League.	Team Manager / Secretary	Year 1 – Identify players and establish Team and enter District League. Year 2 – Move up to Under 13's Year 3 – Move up to Under 14's	Club will subsidise at start, should be self financing within first Year.
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Milton and Fulston United Workforce Development (staff, coaches, tutors, referees, volunteers)

Our Aim

To develop and retain a qualified team to deliver the Club Development Plan

Our Achievement Targets

1. Have Qualified F A Level 1 Coaching Certificate Coach assigned to each team within the Club on an ongoing basis.
2. 5 x Qualified Coaches completed F A Level 2 Coaching Certificate.
3. 1 x Qualified F A Level 3 Coaching Certificate Coach
4. 5 x Qualified Referees within Club
5. Have a Qualified and valid F A Learning Emergency Aid Certificate (or equivalent level) person assigned to each team.
6. All Coaches to be Members of local Coaches Association

Our Plan

Objective	Tactic	Achievement Target	Responsibility	Timescale	Finance
Have Qualified F A Level 1 Coaching Certificate Coach assigned to each team within the Club on an ongoing basis.	To access courses through Kent F A	Level 1 Coach for each team <ul style="list-style-type: none"> - Identify managers and coaches - Offer exit route for 16+ players to volunteer within club 	Secretary / Assistant Secretary	Year 1 – Unqualified Coaches to enroll and complete course. Year 2 – Unqualified Coaches to enroll and complete course. Year 3 – Unqualified Coaches to enroll and complete course.	Level 1 £130 per person

Our Plan

<p>Qualified Coaches completed F A Level 2 Coaching Certificate.</p>	<p>Offer opportunities for people to access Level 2 Courses with Kent F A</p>	<p>Additional Level 2 qualified coaches within the club</p>	<p>Secretary / Assistant Secretary</p>	<p>Year 1 – Club to identify 3 coaches looking to progress and enroll coaches Year 2 – Coaches to attend course and complete post course tasks Year 3 – Coaches to successfully achieve qualification</p>	<p>Level 2 £375 per person</p>
<p>Qualified F A Level 3 Coaching Certificate Coach</p>	<p>Offer opportunities for people to access Level 3 Courses with Kent F A</p>	<p>1 Level 3 qualified Coach at the Club on a constant basis.</p>	<p>Secretary / Assistant Secretary</p>	<p>Year 1 – Club to identify coach looking to progress and enroll coaches Year 2 – Coach to attend course and complete post course tasks Year 3 – Coach to successfully achieve qualification</p>	<p>Level 3 £400 per person</p>

Our Plan

<p>5 x Qualified Referees within Club</p>	<p>Identify individuals to attend Kent F A Referee Course</p>	<p>Club to Identify candidates via parents, committee members, six form pupils and 16+ players to attend course</p>	<p>Secretary / Assistant Secretary/ Kent F A</p>	<p>Year 1 – Identify 2 volunteers looking to become qualified and attend course and post course tasks and matches, successfully achieve qualification. Year 2 – Identify 2 volunteers looking to become qualified and attend course and post course tasks and matches, successfully achieve qualification. Year 3 – Identify 1 volunteer looking to become qualified and attend course and post course tasks and matches, successfully achieve qualification.</p>	<p>Referee course £77 per person</p>
<p>Have a Qualified and valid F A Learning Emergency Aid Certificate (or equivalent level) person assigned to each team.</p>	<p>Coaches to attend First Aid for Sport Courses</p>	<p>Have a Qualified and valid F A Learning Emergency Aid Certificate (or equivalent level) person assigned to each team.</p>	<p>Secretary / Assistant Secretary</p>	<p>Annually host workshop for 12 club volunteers to achieve/renew</p>	<p>£85 for tutor fee and milage</p>

Our Plan

All Coaches to be Members of local Coaches Association.	Join the County Coaches Association	Full Club / All Coaches to apply	Secretary / Assistant Secretary	Annual applications and renewal.	£10 Membership per Coach per year.
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Milton & Fulston United School Club Links

Our Aim

To develop a strong relationship with the local schools to support the recruitment of young players in to the club

Our Achievement Targets

1. Develop good school club link with 3 x local feeder schools
2. Organise 2 x Annual Open Days to recruit new players from school links and other local schools
3. Positive relationship with local schools
4. Provide opportunity for young leaders to support club activities
5. 3 year Groups offered coaching – boys and girls

Our Plan

Objective	Tactic	Achievement Target	Responsibility	Timescale	Finance
Develop good school club link with 3 x local feeder schools and create positive relationship	Contact School and identify Sports Teacher	Agreement to promote club activities / coaching at local school	Secretary / Assistant Secretary / Team Managers / Coaches	Year 1 – Identify schools and age groups per team development table and provide free coaching out of school hours/after school club Year 2 – Support inter school festival to promote club activities and exit route. Year 3 – Provide exit route and establish new teams	
Support inter schools festival	Liaise with partnership schools per above	Support Annual inter school festival	Sports Teacher contacts and Club Committee	Annually establish school to club link and support festival Complete in Year 2 Complete again in Year 3	

Our Plan

<p>Organise 2 x Annual Open Days to recruit new players from School links and other local schools.</p>	<p>Heavy advertising in linked schools and other local schools, plus the local media.</p>	<p>To hold 2 x Annual Open Days each year.</p>	<p>Sports Teacher contacts and Club Committee</p>	<p>Year 1 – Identify 2 dates, arrange venue and advertise. Hold 2 x Open Days. Year 2 – Repeat process of previous year and complete. Year 3 – Repeat process of previous year and complete.</p>	<p>Venue Hire. Remainder of services provided free from volunteers within the Club.</p>
<p>Provide opportunity for young leaders to support club activities</p>	<p>Provide tasks for young leaders to develop Club e.g. marketing, invite them for a day at the Club</p>	<p>Marketing material produced and distributed. Young leaders at linked School to attend day at the Club to establish closer links</p>	<p>Sports Teacher contacts and Club Committee</p>	<p>Year 1 – Establish School links Year 1 – Identify any club requirements Year 2 – Provide opportunities for young leaders and invite them to spend day at club Year 2 – Promotion material distributed Year 3 – Maintain and repeat Year 2</p>	<p>Promotional material £200</p>
<p>3 year Groups offered coaching – boys and girls</p>	<p>Football coaching to be delivered by Coaches for School years 3, 4 and 7 for boys and girls</p>	<p>3 year groups offered coaching football – boys and girls</p>	<p>Sports Teacher contacts / Club Committee Coaches</p>	<p>Year 1 – Year 3 primary Year 2 – Years 3 & 4 primary Year 3 – Years 3 & 4 Primary and Year 7 Secondary</p>	

Milton & Fulston United Links with Girls'/Women's Football

Our Aim

To develop further opportunities for women and girls of all ages to play football

Our Achievement Targets

1. To have a full compliment of every age group from Under 10's to Senior
2. Encourage females into volunteering and coaching roles
3. Qualify a Level 2 Female coach for Female Team

Our Plan

Objective	Tactic	Achievement Target	Responsibility	Timescale	Finance
To have a full compliment of every age group from Under 10's to Senior.	Start new Under 10's each year whilst at same time moving each other Girls team up 1 year.	A full compliment of every age group from Under 10's to Senior	Club Committee	Year 1 – New Under 10's New Under 16's Year 2 – New Under 10's New Under 18's Year 3 – New Under 10's	
Encourage females into volunteering and coaching roles	Actively encourage females to be officially involved within the Club	All Female coaches to become Level 1 coaches within 1 year of joining	Secretary / Girls Football Co-ordinator	Year 1 – 1 female coach level 1 Year 2 – 1 female coach level 1 Year 3 – 1 female coach level 1	Year 1 - £130 Year 2 - £130 Year 3 - £130

Our Plan

Qualify a Level 2 Female coach for Female Team	Support the development of female coaches as role models	1 female Level 2 Coach	Secretary / Girls Football Co-ordinator	Year 1 – Club to identify Female coach looking to progress and enroll coach. Year 2 – Coach to attend course and complete post course tasks. Year 3 – Coach to successfully achieve qualification.	Level 2 £375 per person
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Milton & Fulston United Football for Disabled People

Our Aim

To ensure that football opportunities are inclusive for people with disabilities

Our Achievement Targets

- 1 4 Coaches trained through Coaching Disabled Footballers Course
- 2 Establish 1 x Junior disability Team
- 3 A further disability team, Junior or Adult

Our Plan

Objective	Tactic	Achievement Target	Responsibility	Timescale	Finance
4 Coaches trained through Coaching Disabled Footballers Course	Organise / attend Coaching Disabled Footballers Course with Kent F A	4 Coaches attended Coaching Disabled Footballers Course	Secretary / Volunteer Co Ordinator Kent F A	Year 1 – 2 x Coaches obtain F A Level 1 Coaching Disabled Footballers Year 2 – 2 x Coaches obtain F A Level 1 Coaching Disabled Footballers	Year 1 – £50 per person = £100 Year 2 - £50 per person = £100
Establish 1 x Junior disability Team	Work with Special School to generate interest	1 x Junior disability Team developed	Secretary Lead Coach FDO Kent F A	Year 1 – Identify School club link with special school and appoint qualified coaches, Year 2 – Provide free coaching to school to establish team to enter County FA Disability League Year 3 – Enter 2 disabled Teams playing in League.	County FA League Affiliation fee

Milton & Fulston United Communication & Marketing

Our Aim

To actively promote and market all football opportunities available

Our Achievement Targets

- 1 To have at least 1 x Team at each age group from the youngest up to the Seniors for Boys and Girls.
- 2 Number of volunteers attracted is in line with development of new teams and of this Development plan.
- 3 1 x Annual Awards night for each Team (can share night with other Teams).
- 4 Minimum of 6 press releases each year.
- 5 Continue to develop Website and increase number of hits.
- 6 Produce Matchday Programme for the Senior Mens Team at each Home match.

Our Plan

Objective	Tactic	Achievement Target	Responsibility	Timescale	Finance
To have at least 1 x Team at each age group from the youngest up to the Seniors for Boys and Girls.	Hold Open Days, liaise with local Schools and advertise	At least 1 x Team at each age group from the youngest up to the Seniors for the Boys and Girls	Club Committee	Year 1 – 26 Teams Year 2 – 27 Teams Year 3 – 28 Teams	County FA and League Affiliation fees plus venue hire
Number of volunteers attracted is in line with development of new teams and of this Development plan.	Promote opportunities through word of mouth, posters, leaflets and local media. Encourage Parents to get involved.	Roles and responsibilities identified. Volunteer numbers increased in line with new teams and this Development plan.	Club Secretary	Annual volunteer recruit drive	

Our Plan

<p>1 x Annual Awards night for each Team (can share night with other Teams).</p>	<p>Run Annual Awards night(s) and issue ongoing press releases to local media.</p>	<p>Hold 1 x Annual Awards Night for each Team (some Teams could share a night as needs to be spread over a few nights) followed by press releases.</p>	<p>Secretary / Club Committee / Team Managers</p>	<p>Year 1 - Hold Annual awards evening. Year 2 – Hold Annual awards evening. Year 3 – Hold Annual awards evening.</p>	
<p>Minimum of 6 press releases each year.</p>	<p>Issue Press releases on Open Days, Own tournaments, Annual Awards Nights and encourage attendance by local media.</p>	<p>Minimum 6 x press releases to local media per year.</p>	<p>Secretary / Club Committee</p>	<p>Year 1 – Arrange for Six Annual Press releases. Year 2 – Arrange for Six Annual Press releases. Year 3 – Arrange for Six Annual Press releases.</p>	
<p>Continue to develop Website and increase number of hits.</p>	<p>Liaise with Website Manager and with Club Committee for new ideas. Promote website with all Club material to encourage more hits on website.</p>	<p>Develops website further and increased number of hits.</p>	<p>Website Manager / Club Committee</p>	<p>Year 1 – 20,000 visitors Year 2 – 25, 000 visitors Year 3 – 27,000 visitors</p>	<p>£500 website for host name and continued development.</p>

Our Plan

<p>Produce Matchday Programme for the Senior Mens Team at each Home match.</p>	<p>Decide what material to put into Matchday programme and find printer to print them.</p>	<p>Matchday Programme produced for the Senior Mens at each Home match.</p>	<p>Secretary / Senior Team Manager / Coach</p>	<p>Year 1 - Produce Matchday programme for each Senior Mens Home match. Year 2- Produce Matchday programme for each Senior Mens Home match. Year 3- Produce Matchday programme for each Senior Mens Home match.</p>	<p>Year 1 - £50 per printing batch, circa 20 home games = £1000 Year 2 - £50 per printing batch, circa 20 home games = £1000 Year 3 - £50 per printing batch, circa 20 home games = £1000</p>
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