

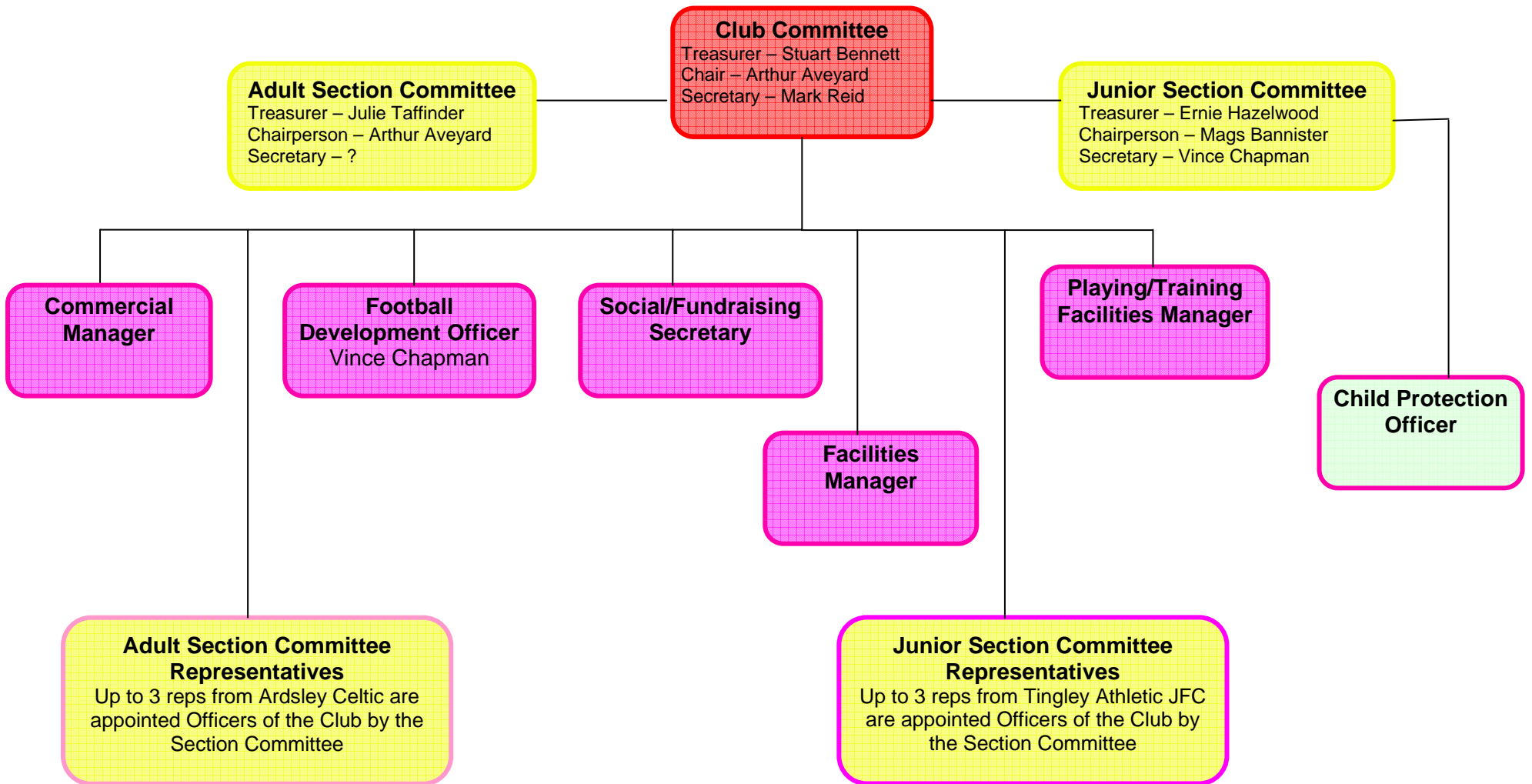
Tingley Athletic Football Club

Football Development 5 Year Plan

May 2009

EXECUTIVE SUMMARY

Stuart Bennett – Treasurer
Vince Chapman – Football Development Officer



Tingley Athletic Football Club

Club Development 5 Year Plan 2009 – 2014

Vision and Mission Statement

Tingley Athletic Football Club exists to:

- foster and promote football at all levels,
- encourage participation from all parts of society and all ages
- provide opportunities for recreation and competition
- be a true community club as defined by the Football Association

5 year Goals for Tingley Athletic/Ardsley Celtic Football Club

Our 5 year development plan is derived from the following Club objectives to be achieved by end of June 2014

- Open age Men's 1st team to achieve North East Counties Division 1 status by end of season 2013/14
 - Open age Women's team to achieve West Riding Women's League Premiership status by end of season 2013/2014
 - Junior Section playing member numbers (U7 to U18 boys and U9 to U18 girls) to exceed 350 by season 2013-14
 - Tingley Athletic Football club to be pre-eminent community football club in the area by 2014
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- Ground facilities to be upgraded to required FA category to comply with rules for promotion to North East Counties League
 - Club funding to be at required level to support playing performance and facilities required to achieve North East Counties League status.
 - Clubhouse facilities should be licensed by the end of 2009/10 season
 - Field new open age men's team at under 21 level from 2009/10 season
 - Open Age teams 1st team squads to include a minimum of 5 players who have played for the respective junior sections by 2013/14 season.

Key Requirements for Success

The umbrella committee believes that achievement of the 5 year Plan will not be possible without significant changes to current structures and working practices, both on and off the pitch.

The following is a summary of some of the challenges which will need to be overcome in order to deliver the plan by 2014 :

Higher level performance on the pitch

- Good standard of training and match preparation
- Remuneration of players at top level (ie Ardsley Celtic 1st team)
- Active recruitment policy of high standard players at top level (and possibly at older age junior levels)
- Improved interaction between first team/reserve/u21/junior team managers.
- Selection policy based on merit and performance at open age level.

Professional approach to managing the Club off the pitch

- Commitment to funding the activities required to deliver the objectives of this plan
- Consider recruitment of a Club Steward to manage clubhouse.
- Unity around a common purpose for Tingley/Ardsley.
- Active commercial management to maximise income from local business community.
- Lively social agenda - driving income stream and engaging our wider membership in Club activities.

Commitment from Club Members

The club is currently operating on the back of substantial commitments and goodwill from a small number of enthusiastic and dedicated volunteers. This is not a viable situation if successful achievement of the 5 year plan is to be delivered. The club has access to a significant number of people who can bring a variety of skills and experience to the party.

Specifically, the membership needs to provide 2 key endorsements:

- 1. Ratify approval of the plan as presented at the Club's AGM on 2nd July 2009.**
- 2. Identify and ensure the appointment of willing, enthusiastic and committed individuals to Club Committee positions.**

Actions Required to Achieve Club Objectives

High Level Summary

Club Officers will co-ordinate action plans to achieve the following:

Club Chairperson

- Overview of overall progress towards successful completion of Development Plan
- Liaison with Local Council and Community leaders to facilitate ground development, access routes, planning requests etc as required
- Relations with the County and national Football Associations as required

Club Treasurer

- Agreement of Financial Plans to deliver income growth (from all sources) to enable successful completion of Development Plan. Specific areas for assessment and review will include:
 - Establishment of clubhouse bar facilities
 - Payment of wages and/or expenses for players
 - Funding of ground and clubhouse development (eg floodlights, stands etc)
 - Capital expenditure budgets

Club Secretary

- Development of club internal communications to support growth as outlined. To include website development.
- Establishment of communications links with local media commensurate with a club operating at the stated level.
- Review of existing club constitution to ensure fit for purpose

Football Development Officer

- Establishment of plans to deliver playing performances at level required to achieve promotion to leagues as stated (separate plans for men's and ladies sections)
- Development of actions to improve recruitment and retention of junior members.
- Assessment of potential for merger with other local clubs to support growth

Ground Development Officer

- Action Plan to achieve upgrades to ground required to achieve FA standards at that level
- Review of other playing facilities to assess capacity for growth of club as planned
- Specific grounds maintenance plan to avoid problems as per this year

Clubhouse Facility Manager

- To be determined by new appointee

Social Secretary

- Develop schedule for sustained income growth from club events as required to support overall business plan

Commercial Officer

- Develop relations with local business community to derive sponsorship and financial support as required