

CLUB LOGO  
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# ***CLUB SEASON PLANNER***



**ACCREDITED**  
PART OF ENGLAND FOOTBALL

# CLUB SEASON PLANNER

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 planner will help you in the following areas:**

Planning your season

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Paying and playing

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Recruiting the right people

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Running your club

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Key duties

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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 Season Planner is for YOU.

It's for you to use and adapt how ever 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 club's development needs please visit:

**[The Leagues and Clubs YouTube Hub.](#)**



# PLAN YOUR SEASON

Please set out the key dates of this season or the forthcoming season on the planner.  
This might include some or all of the following;

Open days or trials

Start of pre-season training

Pre-season friendlies

Start of season

Weekly training

Christmas break

Restart of season

Local derbies

End of season tour

Presentation evening

Charity matches

Key 'dates' - that may require you to seek a week  
without fixtures

## Action Points:

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July	August	September	October	November	December
January	February	March	April	May	June

# PAYING AND PLAYING

Please set out your anticipated costs and income for the season:

Expenditure Item	Anticipated Cost	Forecast Income Item	Anticipated Income
Pitch fees		Club membership	
Training venues		Match fees	
League affiliation		Sponsorship	
County affiliation		Fundraising	
Cup entry fees		Grants	
Disciplinary costs (not collected from players)		Other	
League administration fines		Other	
Kit and equipment			
First aid supplies			
Transport costs			
Hospitality			
Referees fees			
Other			
Other			
Other			

**Total Expenditure:**

**Total Income:**

If the expenditure figure is higher than your anticipated income then it's likely that the balance will be paid either out of any club reserves or the pockets of the volunteers running the team, or the club faces going bust before the end of the season. Adjust your income and expenditure budget if this is the case.

**Action Points:**

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# RECRUITING THE RIGHT PEOPLE

What's your recruitment strategy for the team? Most adult teams fold because they reach a stage where they're unable to find enough players to regularly field a team. Many teams have large squads but this is no guarantee that they'll put out a full strength team so recruiting the right players is perhaps more important than any players.

Identify in the following table the club's recruitment strategy that will provide you with sufficient players for this and subsequent seasons. This might just involve approaching players within your own family, social and work settings. It might involve players moving from another club, players transitioning from youth into adult football, players currently involved in recreational or 5 – a – side football, lapsed players, returning veterans, players moving into the area from another city or county.

To recruit these players might involve advertising, use of social media, an open day, a trial, approaching a youth team or approaching another team that might be interested in a merger.

## Complete the following:

How many teams will you run this year?

Estimated existing playing membership?

Estimated committed playing membership?

Required playing numbers?

If required we will look to bring in additional players by...

We will look to recruit younger players into the team by...

Are there particular positions that we need to recruit into the club (e.g. goalkeepers/strikers), if so how will we do this?

## Action Points:

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# ***RUNNING THE CLUB***

Another reason why teams and clubs fold is that they're dependent on one or few volunteers. When these volunteers leave then there is nothing else in place to stop the team folding. Sustainable clubs are able to call upon a team of volunteers that divide and allocate the work and responsibility of running a team and as a consequence are more likely to survive even in times of adversity. The recruitment of volunteers is no easy task but without the workload being shared teams are very unlikely to survive in the long term.

Spend some time looking at the following responsibilities and identify who will undertake these roles. If a role ends up with one name or no names give some consideration as to who else might be brought in to undertake or support these key tasks.

## **Key Roles:**

**Club Chairperson** - provide leadership and oversight of the club. Oversee its standards, its operation and chair the management committee

**Club Secretary** - liaison with the league and County FA on matters of affiliation, administration and discipline

**Match Secretary** - confirmation of match details with opposition clubs and Match Officials

**Club Treasurer** - responsible for management of the club's income and expenditure, its cash flow and preparation of financial statements

**Team Manager(s) or Captains** - responsible for team selection, notifying and finalising the team and match day management



# ***RUNNING THE CLUB***

**In addition to the key roles the following duties also need to be carried out on a weekly basis:**

Match day management - opening/closing of venues, payment of officials, preparation of hospitality, putting up and taking down nets, welcoming of opposition, cleaning of changing rooms etc.

Notification of results

Collection of match day subs

Washing the kit

Attending league meetings

Updating club website/social media

Fundraising

Social Officer

Coach/Trainer

First Aiders

School/Youth club liaison

Other

**Action Points:**

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