

Development Plan 2017 – 2021 Ver 1.1

ST ALBANS CITY YOUTH FOOTBALL CLUB

Registered Charity Number: 1089343

www.cityyouthfc.com



St Albans City Youth Football Club

Objectives

1. **Overview**
2. **Club Development** – Supporting the development of St Albans City Youth FC teams.
3. **Club Development Table** – Forecast team structures 2017-21.
4. **Workforce Development** - (staff, coaches, tutors, referees, volunteers).
5. **Leagues, competitions & small sided** – Supporting the development of new competitive opportunities.
6. **Race Equality** – promoting equality within the club.
7. **Social Inclusion** – promoting a social inclusion policy within the club.
8. **Promoting Health through Football** - Increasing physical activity and contributing to Healthy Lifestyles.
9. **Football in Education** - Increasing participation in football through the School Sport Partnership.
10. **Girls' Football** - Increasing participation and improving player pathways
11. **Football for Disabled People** - Providing opportunities for disabled people to enjoy football.
12. **Work in the Community** – Train, motivate and inspire young people through the power of sport.
13. **Communication and Marketing** - Raising the profile of the club and promoting opportunities to participate.

1 - Overview

St Albans City Youth Community Football Club is recognised within the St Albans District and the County as one of the leading providers of Youth Football in the Community.

Our continuing aim is to build on the foundations already established for a self-sustaining Community Based Club, providing sport (mainly football) to junior and senior players, boys, girls and disabled participants, in a positive, friendly and professional environment.

St Albans City Youth will support the best aspects of youth sport teaching, competitiveness but fairness, respect for the Club, team mates, managers, coaches, officials and most importantly themselves.

St Albans City Youth should lead the way in the St Albans District and become a symbol for what the delivery of youth football should be in the area. Sharing information and best practice to other Sports Clubs in the District confirming its position as a Centre of Excellence for St Albans and one of the County's Premier Clubs.

In the last 15 years the club has developed its Community awareness programme, known locally as St Albans City Youth in the Community. This has seen the club focus on strategic, innovative ways of training young people and disabled groups. Some of this Community work is provided by the Club and some in partnership with key local groups e.g. Herts Sports Partnership, Special Olympics, 1Life and other local groups. The club has been particularly successful in creating a number of key partners and using the leverage of its extensive database of members.

- Developing young disabled people to become more active and involved through sport. To integrate this group into our club ethos. To feed them into elite sport groups.
- Developing young girls to be more active and involved through sport. To integrate this group into our club ethos. To feed them into adult linked teams.
- Training young people to become coaches. To provide them with the support, training techniques, equipment and courses to develop.
- Training disabled people to become coaches. To provide them with the additional support, training techniques, equipment and courses to develop. To train them to become role models. To include them in the overall coaching plans of our club.
- Training volunteers to become coaches. To provide them with the support, training techniques, equipment and courses to develop.

1 - Overview

- Offering career advice, guidance and progression to young and disabled people including work placements, work experience, holiday work, apprenticeships, courses and introductions to partner groups.
- St Albans City Youth in the Community run other activities in the Community. These have included the clubs School Holiday Camps, Community Days at the Sports Centre, Disability Festivals both at Highfield Park and Nicholas Breakspear School, Sport Relief Mile and Small Sided Competitions for boys and girls. The Club does this to “give something back” to the Community and to develop its Coaches in Event Management. Being a Charity, we aim to run our events at a competitive price and have a hardship policy to allow everyone to take part.
- The club offers trips and education experiences across the St Albans District and the County. More recently, using its extensive list of key contacts that have been built up over the years, it organised player, team and coach exchange in countries such as Holland, Spain, Gambia and the USA.

The Club expects the highest standard of player to progress from youth teams to senior teams. This standard to be judged on several levels: Firstly, they would expect these players to be technically sound. Secondly and almost more importantly, they would expect the players to have the correct attitude. This will be measured in several ways. The player should have a positive approach to training and fitness. The player should want to play at the highest level that they are able to achieve, yet should have a realistic appraisal of their own ability. The player should have a strong desire to have fun, progress and play senior football for the Club or one of our linked teams. Most importantly, the player should show respect for the Club, officials, the opposition and their fellow players.

Following on from the clubs previous Development Plans over the past fifteen years, which saw the club establish a base at Highfield Park, this latest plan includes actions that build on our expansion at Highfield Park which included additional grass pitches and the joint project with a St Albans School for the development of a Floodlit All-Weather Training Pitch. The next period will include our new venture as a ‘Coerver Coaching Partner Club’ and an ‘Arsenal Ladies Platinum Club’. The next five years will be as busy as the last, with a focus on maintaining high standards and maximising the benefits of the improved facilities to groups across a range of different sports.

2 - SECTION: CLUB DEVELOPMENT

Aim
<ul style="list-style-type: none"> To ensure that people of all ages and ability have the opportunity to play football, have fun through sport and develop themselves

Achievement Targets
<ul style="list-style-type: none"> Maintain the administration quality in line with the Charter Standard Community Club criteria Maintain and Expand the provision of Boys, Girls and Disability Football Maintain and Develop “St Albans City Youth in the Community” Provision of improved facilities Highfield Park Grass Pitches Maintain and Develop strategic partners and club links

Plan					
Objective (what needs to be done?)	Tactic (how do you intend to achieve your objective?)	Achievement Target (what will be achieved?)	Responsibility	Timescale (when will you complete your objective?)	Finance (how much is it going to cost?)
FA Charter Standard Community Club Status	To continue work with County FA Development Officer and club committee	To ensure that we maintain the quality of our administration and management inline with the Charter Standard Community Club criteria	Club Development Officer	Ongoing	FA CRB Checks £15 per volunteer, approx £1,000 per year Ongoing
Maintain teams at all age groups (Boys)	Maintain good level of volunteer support	Teams at each age group from Under 8's to Under 18's	Management Committee	Yearly	<i>Club:</i> new team strips and equipment. £25000 per year, Affiliation fees £6000 per year Ongoing

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Plan					
Maintain teams at existing groups (Girls)	Maintain good level of volunteer support		Management Committee	Yearly	<i>Club</i> : new team strips and equipment, £6000 per year Affiliation fees.£1000 per year Ongoing
All Weather Training Facility Feasibility Study	Identify community partners to develop a second Floodlit All Weather training facility within the district	Partner identified Work in progress	Management Committee	Year 0	Management Committee and Club Trustees Time. Provided for
2 nd All Weather Training Facility Development	Prepare Financial and Development Plans for the preferred location and partner	Plan developed, Prepare Funding Applications for the project	Management Committee	Year 0	£600,000 approx Floodlit AW training pitch
Highfield Park	Prepare additional pitch maintenance and renovation plan with Highfield Park and Contractor AB Bone	Improve drainage and reduce postponements	Development Officer	Yearly	£12,000 per year
Player Pathway with St Albans City FC	Develop a joint club with St Albans City FC to manage the elite Player EJA Teams	Teams at each age group from Under 14s upwards	Development Officer	Review end of each season	See attachment

3 - Club Development Table

	Current			Year 1			Year 2			Year 3			Year 4			Year 5		
No of Teams	86			89			91			92			93			94		
	Boys	Girls	Incl	Boys	Girls	Incl	Boys	Girls	Incl	Boys	Girls	Incl	Boys	Girls	Incl	Boys	Girls	Incl
Age	U6 2	U7 1	4	U6 2	U7 1	5	U6 2	U7 1	5	U6 2	U7 1	5	U6 2	U7 1	5	U6 2	U7 2	5
Groups	U7 4	U8 1		U7 4	U8 1		U7 4	U8 2		U7 4	U8 2		U7 4	U8 2		U7 4	U8 2	
	U8, 4	U9 2		U8, 4	U9 2		U8, 4	U9 2		U8, 4	U9 2		U8, 4	U9 2		U8, 4	U9 2	
	U9, 5	U10, 1		U9, 5	U10, 2		U9, 5	U10, 2		U9, 6	U10, 2		U9, 6	U10, 2		U9, 6	U10, 2	
	U10, 6	U11, 2		U10, 6	U11, 2		U10, 6	U11, 2		U10, 6	U11, 2		U10, 6	U11, 2		U10, 6	U11, 2	
	U11, 10	U12, 2		U11, 10	U12, 2		U11, 10	U12, 2		U11, 10	U12, 2		U11, 10	U12, 2		U11, 10	U12, 2	
	U12, 6	U13,2		U12, 6	U13,2		U12, 6	U13,2		U12, 6	U13,2		U12, 6	U13,2		U12, 6	U13,2	
	U13, 4	U14 1		U13, 4	U14 1		U13, 4	U14 1		U13, 4	U14 1		U13, 4	U14 2		U13, 4	U14 2	
	U14, 5	U15 1		U14, 5	U15 1		U14, 5	U15 1		U14, 5	U15 1		U14, 5	U15 1		U14, 5	U15 2	
	U15, 6	U16, 2		U15, 6	U16, 2		U15, 6	U16, 2		U15, 6	U16, 2		U15, 6	U16, 2		U15, 6	U16, 2	
	U16, 3	Senior 2		U16, 3	Senior 2		U16, 3	Senior 2		U16, 3	Senior 2		U16, 3	Senior 2		U16, 3	Senior 2	
	Senior 7			Senior 7			Senior 7			Senior 7			Senior 7			Senior 7		
	EJA 3			EJA 4			EJA 5			EJA 5			EJA 5			EJA 5		

For season 2017/18 the club fielded over 90 teams, this exceeds the previous development plans target by over 40%, we expect the growth spurt to slow due to the availability of training and match facilities within the district.

*In partnership with St Albans City FC with the teams playing in the EJA league, this is part of the clubs Player Pathway project.

4 - SECTION: WORKFORCE DEVELOPMENT

Aim
<ul style="list-style-type: none"> To develop and retain a qualified team to deliver the football development plan. The team will include parents, trustees, disability and young people as well as those Committee Members who are at the heart of everything we do.

Achievement Targets
<ul style="list-style-type: none"> Qualified Level 1 Coaches Qualified Level 2 Coaches Development structure to Level 3 and above using linked clubs (St Albans Academy) Qualified referees All coaches members of local Coaches Association Training/Development plans for Committee members and Trustees Ongoing CPD internal and external provided and supported, Link in with Coerver Coaching and Super Club Developments Support development through PE teaching / primary school pathways including Primary Stars

Plan					
Objective (what needs to be done?)	Tactic (how do you intend to achieve your objective?)	Achievement Target (what will be achieved?)	Responsibility	Timescale (when will you complete your objective?)	Finance (how much is it going to cost?)
All coaches to be qualified to Level 1 (2 per team)	To access courses through local County FA To run our own courses with assistance from County FA	With help from Herts FA we will run our own level 1 course for the chartered standard clubs in our area. Others will attend courses run by the County,	Secretary / Coaching Co-ordinator	2011 and annually	Total per year at 2017 prices, £3500 Ongoing process

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Plan					
To develop a minimum of 1 new Level 2 coach each year	Offer opportunities for people to access Level 2 Courses with Local County FAs	1 Level 2 coach per year	Secretary / Coaching Co-ordinator	1 Level 2 Coach - Year 1 2 Level 2 Coaches - Year 2 3 Level 2 Coaches - Year 3 4 Level 2 Coaches - Year 4 5 Level 2 Coaches - Year 5	Total per year at 2017 prices, £350 per candidate Ongoing process
To develop 1 Level 3 coach	Offer opportunities for people to access Level 2 Courses with Local County FA	1 Level 3 coach to be completed in modules	Secretary / Coaching Co-ordinator	1 Level 3 coach by Year 1	Allow £1000 contribution towards the costs. Ongoing
To provide coaches with ongoing opportunities to develop	Option to join the County Coaches Association	Full club / all coaches to apply	Secretary / Coaching Co-ordinator	All existing coach Year 1 8 Year 2 4 Year 3 4 Year 4 4 Year 5	£100.00 Ongoing
To ensure coaches are trained to treat player injuries	Coaches to attend First Aid for Sport Courses and Safeguarding (1 per team)	All Coaches qualified and renew every 3 years	Secretary / Coaching Co-ordinator	All existing coaches Year 1 4 Year 2 2 Year 3 2 Year 4 2 Year 5	£1000 Additional courses arranged, details on the club and HFA websites Ongoing
Train Players and Volunteers to become Referees	To access courses via the County FA. Run our own course with help from County FA	12 Referees Qualified	To feed candidates into the local Referee Academy	3 Year 1 3 Year 2	£450.00 Ongoing

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5 - SECTION: LEAGUES, COMPETITIONS AND SMALL SIDED

Aim					
<ul style="list-style-type: none"> To develop and support competitive opportunities across all age groups and abilities (5 to 18 year olds) 					
Achievement Targets					
<ul style="list-style-type: none"> Additional Small Sided Pitches available More Girls teams attending the Annual 6 A Side 					
Plan					
Objective (what needs to be done?)	Tactic (how do you intend to achieve your objective?)	Achievement Target (what will be achieved?)	Responsibility	Timescale (when will you complete your objective?)	Finance (how much is it going to cost?)
To develop the annual Small Sided Football Tournament at City Youth	Develop the current competition for additional age groups and more girls teams Involve sports students as coaches/referees	Annual competition in place. However looking at the possibility of smaller events? Disability festival added to programme	St Albans City Youth Management Team, Disability and Girls Section Heads.	Ongoing	Self funding via tournament entry fees and club funds Achieved
Continue development of Highfield park as a venue for Mini Soccer	Work with the Highfield Park trust.	Pitches maintained to a high standard Have goalposts the appropriate size for new FA rules	Club Sec and Highfield Park trust	Ongoing	Self funding Goals recently updated due to some being stolen. Achieved and ongoing
Additional Mini Soccer Pitches in the district	Identify Schools to establish additional mini soccer pitches in the district	The provision of enough mini soccer pitches for the clubs teams	Club Sec	Ongoing	Samba Goal Posts at each site. £200 per annum Some sites require permanent goals Cost per site £1200. Ongoing

6 - SECTION: RACE EQUALITY

Aim					
<ul style="list-style-type: none"> To promote and encourage participation in football for individuals from BME groups 					
Achievement Targets					
<ul style="list-style-type: none"> 5 volunteers / coaches from black & minority ethnic groups 25% of all new players in new team from BME groups 1 volunteer to attend FA Football for All workshop 					
Plan					
Objective (what needs to be done?)	Tactic (how do you intend to achieve your objective?)	Achievement Target (what will be achieved?)	Responsibility	Timescale (when will you complete your objective?)	Finance (how much is it going to cost?)
To increase number of coaches and volunteers from black & minority ethnic groups	Encourage local people from black & minority ethnic groups to become involved in volunteering and coaching	1 volunteer per year from black & minority ethnic group	Club Committee	1 person Year 1 2 person Year 2 3 person Year 3 4 person Year 4 5 person Year 5	Level 1 @ £200 Costs are part of the ongoing Coach Education programme. On target
Increase participation from black & minority ethnic groups	Advertise in black & minority ethnic communities. Promote participation in community centres.	A given percentage of all players in new team from black & minority ethnic groups based on the local demographic.	Team Managers	5% Year 1 10% Year 2 15% Year 3 20% Year 4 25% Year 5	Advertising budget of £250 per year Ongoing, some teams are above target.
Staff trained to deal effectively with equity issues	Attend Football for All Workshop run by County FA	Minimum 1 volunteer per year to complete workshop	Club Secretary	1 person Year 1 1 person Year 2 1 person Year 3 1 person Year 4 1 person Year 5	£50 per annum Ongoing

Aim					
Create an environment that promotes equality	To use FA promotional materials to display messages of equality (e.g. homophobia posters/leaflets)	Increased players and volunteers in line with above targets	Club Committee	Every September	Nil <i>Ongoing</i>

7 - SECTION: SOCIAL INCLUSION

Aim
<ul style="list-style-type: none"> To ensure that people of all social backgrounds have the opportunity to play sport including football

Achievement Targets
<ul style="list-style-type: none"> 25 people from areas of deprivation

Plan					
Objective (what needs to be done?)	Tactic (how do you intend to achieve your objective?)	Achievement Target (what will be achieved?)	Responsibility	Timescale (when will you complete your objective?)	Finance (how much is it going to cost?)
To attract people from hard to reach groups	Work with agencies such as Positive Futures, Youth Services and local Police	5 people per year referred from key partners	Club Committee	5 people Year 1 5 people Year 2 5 people Year 3 5 people Year 4 5 people Year 5	£2000 per annum from free or hardship places Numbers rising in recent years, cost is expected to rise.
Encourage more people from areas of deprivation	Promote and advertise club in areas of deprivation Work with St Albans City Youth in the Community	5 people per year from areas of deprivation (SOAs - Batchwood, Sopwell and Cunningham)	Club Committee	5 people Year 1 5 people Year 2 5 people Year 3 5 people Year 4 5 people Year 5	See above

8 - SECTION: HEALTH

Aim
<ul style="list-style-type: none"> To promote healthy lifestyles through sport and increase participation in physical activity

Achievement Targets
<ul style="list-style-type: none"> 2 Healthy Lifestyles Awareness courses run each year City Youth supported to provide diet advice to players

Plan					
Objective (what needs to be done?)	Tactic (how do you intend to achieve your objective?)	Achievement Target (what will be achieved?)	Responsibility	Timescale (when will you complete your objective?)	Finance (how much is it going to cost?)
To promote physical activity through football activities in courses provided in the City Youth Community Sport programme	<ul style="list-style-type: none"> Provide taster football sessions as a fun physical activity within Healthy Lifestyles Awareness courses Promote football through Family Learning activities i.e. Dads and Lads sessions Provide exit routes for participants to play recreation/club football or become a football volunteer 	<ul style="list-style-type: none"> 2 Family Learning courses to include football activities 2 Healthy Lifestyles courses run per year Football sessions provided for young people at risk of obesity through PCT links 	Football Coordinator and School PCT	<p>Year 1 and Ongoing Dads and Lads sessions</p> <p>Year 2 and Ongoing Healthy Lifestyles Awareness courses established</p> <p>Year 2 and Ongoing Football sessions provided for PCT group of obese young people</p>	<p>Courses subsidised through Extended Services programme</p> <p>Ongoing</p>

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Plan					
To promote healthy lifestyles and good diet among football players	Organise health professionals to provide workshops for coaches, players and parents. Provide information participating members	Players and their parents in all teams have access to information about healthy diet and life styles	Football Co-ordinator working with Heath partners	Year 2 and Ongoing Information and workshops provided for participating members	Annual budget of £100 for leaflets <i>Ongoing</i>
To use football in School Sport Partnership Healthy Schools activities to encourage young people to be active and eat a healthy diet	<ul style="list-style-type: none"> • Use football activities to support health awareness and fitness testing programmes at schools • Provide information for schools promoting physical and healthy eating using a football theme 	<ul style="list-style-type: none"> • All schools to have resources to feature football related activities in health promotion work 	Football Co-ordinator working with SSCO	Year 1 and Ongoing Information made available for schools	No extra Cost <i>Ongoing</i>

9 - SECTION: Football in Education

Aim					
<ul style="list-style-type: none"> Work in the Community promoting Sport including Football 					
Achievement Targets					
<ul style="list-style-type: none"> 20 new level 1 coaches per year Maintain existing and identify new School – Club Links 					
Plan					
Objective (what needs to be done?)	Tactic (how do you intend to achieve your objective?)	Achievement Target (what will be achieved?)	Responsibility	Timescale (when will you complete your objective?)	Finance (how much is it going to cost?)
Expand School Club Links	Seek out and establish partnership links with local Schools for the promotion of St Albans City Youth - Football within the community.	To date the club has established partnerships with the following Schools: Astley Cooper School, Wheatfield's School, Marlborough School Sandringham School, Nicholas Breakspear School, Verulam, STAGS, Loreto College, Cunningham Hill, Garden Fields	Club Development Officer	Schools reviewed on an Annual basis	£2K per annum Ongoing work taking place using the clubs apprentice and coach education programme
St Albans City Youth Coaching in the Community	Club to carry out coaching courses for local Schools and obtain grant funding for students to obtain Level 1 and 2 coaching badges.	Funding obtained, Pupils from the following Schools have taken part: Astley Cooper School, Wheatfield's School, Marlborough School Sandringham School, Nicholas Breakspear School, Verulam, STAGS, Loreto College, Cunningham Hill, Garden Fields. Schools are reviewed every Six months.	Club Development Officer	25 Year 1 27 Year 2 29 Year 3 31 year 4 33 year 5	£10k per annum More coaches could be trained if additional funding became available. Ongoing

10 - SECTION: Girls Football

Aim
<ul style="list-style-type: none"> ○ Promote and expand the participation of Girls Football

Achievement Targets
<ul style="list-style-type: none"> ○ Increase the number of Age groups available ○ Encourage players and former players to train as coaches for the benefit of the Girls Section ○ Increase the number of School Club links ○ Promote Player pathways

Plan					
Objective (what needs to be done?)	Tactic (how do you intend to achieve your objective?)	Achievement Target (what will be achieved?)	Responsibility	Timescale (when will you complete your objective?)	Finance (how much is it going to cost?)
EXPAND GIRL'S FOOTBALL (1)	Partners are essential to a successful Girls section. Approach the following: Sports Development officer of Local Authority, County Football Association, Local Schools, Local Football Clubs and the Club's own members.	To build on the current Girls Section by expanding the number of age groups covered.	Club Development Officer and Managers of Girls Teams	Ongoing	£3000 per annum <i>Ongoing, increased budget is available when required</i>

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Plan					
EXPAND GIRL'S FOOTBALL (2)	Form partnerships with the other leading providers of Girls Football within St Albans	Run a Girls team with players from the leading providers of Girls Football within St Albans to encourage a higher participation level.	Club Development Officers from the leading Clubs within St Albans	ongoing	£100 per annum <i>Ongoing, increased budget is available when required</i>
EXPAND GIRL'S FOOTBALL (3)	To work with County FA and County Sports Partnership to access support to deliver 3Lions courses in local schools for girls (to generate interest) Advertise in Local paper	Establish additional Girls Teams	Club Development Officers from the leading Clubs within St Albans		£2000 per team <i>Ongoing, increased budget is available when required</i>
COACHING	Appoint experienced Women's Coaches. The County F.A. will help and F.A. Courses are available. Local Girls' Schools may have qualified coaches who could join Club.	Encourage players from the clubs Girls teams (Under 16's and above) and local Schools to qualify as Level One Coaches	Club Development Officer	2017 – ongoing 5 Coaches Year 1 Year 2 onwards to be assessed.	Cost included in level 1 course costs in the section above <i>Ongoing</i>
SCHOOLS LINKS	Establish links with local Schools to promote Girls Football. St Albans City in the Community to support school festivals.	Links established with Marlborough School, Wheatfield's School etc. Girls Football Leaflet funded and produced.	Club Development Officer	2017 - ongoing	£400 per annum <i>Ongoing</i>

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Plan					
PLAYER PATHWAYS	As a Charter Standard club establish links with local Girls Academy clubs, Arsenal and Watford as an outlet for gifted players.	Pathways in place, a number of Girls are now with Arsenal Ladies. Colney Heath Ladies have agreed that girls can take part in training sessions. In addition establish an outlet with Colney Heath Ladies FC for players as a progression after youth football.	Club Development Officer	2017 - ongoing	Minimal <i>Ongoing</i>
Colney Heath Ladies FC	Support Colney Heath Ladies FC as a partner club for a pathway for Girl Players	Establish	Development Manager	2017	<i>Ongoing</i>
Arsenal Ladies	Become a Platinum Partner Club with Arsenal Ladies	Achieved	Development Manager	2017	<i>Ongoing</i>

11 - SECTION: DISABILITY FOOTBALL

Aim
<ul style="list-style-type: none"> ○ Promote and expand the participation of Disability Football

Achievement Targets
<ul style="list-style-type: none"> ○ Increase the number of participants ○ Encourage players and former players with disabilities to train as coaches for the benefit of the Section ○ Increase the number of Club links ○ Work closely with other local clubs for the benefit of the players

Plan					
Objective (what needs to be done?)	Tactic (how do you intend to achieve your objective?)	Achievement Target (what will be achieved?)	Responsibility	Timescale (when will you complete your objective?)	Finance (how much is it going to cost?)
<p>Increase the number of participants</p>	<p>Establish more links with local special needs groups through St Albans City Youth in the Community</p>	<p>Links established with SSCO's, Watford FC and Special needs groups e.g. Special Olympics. Leaflet funded and produced. Grants obtained to purchase sporting equipment and for sports related trips Joint promotion with Special Olympics Lunchtime clubs at special needs schools Play more friendly games. Run our own annual festival</p>	<p>Club Disability Development Officer</p>	<p>2011 ongoing</p>	<p>£5000 per annum</p> <p style="color: red;">Ongoing</p> <p>£200 per annum</p>

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Plan					
Encourage players and former players with disabilities to train as coaches for the benefit of the Section	Use role models from the group to encourage others to progress	Create Role Model Coaches–Tom Ward and Paul Spink Train disabled players to become Level 1 coaches	Club Disability Development Officer	2017 ongoing	£2500 per annum
	Develop alongside mainstream coaches	Look to develop the best of these coaches so they are prepared for Level 2	Club Development Officer	2011	Achieved and ongoing process
				2012	
Increase the number of Club links	Ask our existing contacts through St Albans City Youth in the Community to give us new contacts	Ask the players to tell us about possible new links Ask SSCOs to give us a new contact Visit 2 new disability groups every year	Club Disability Development Officer	2017 on going	Ongoing
Work closely with other local clubs and organisations for the benefit of the players	Provide useful work contributions to Herts Inclusive League and Special Olympics	Offer weekly coaching assistance to Susi at Special Olympics Complete at least one shared activity Support the New Herts Inclusive League	Club Disability Development Officer	2017 on going 2017	£500 Ongoing
Work with SEN and Disability groups in schools to provide pathways	Provide opportunities for SEN and Disability groups to play in schools and join Club	Offer sessions in schools such as Oaklands and Heathlands for students to try football and join club	Club Disability Development Officer	Ongoing	£800

12 - SECTION: WORK IN THE COMMUNITY

Aim
<ul style="list-style-type: none"> ○ To actively extend the work of the club into the local community – St Albans City Youth in the Community

Achievement Targets
<ul style="list-style-type: none"> • To train, motivate and inspire young people in the community through the power of sport

Plan					
Objective (what needs to be done?)	Tactic (how do you intend to achieve your objective?)	Achievement Target (what will be achieved?)	Responsibility	Timescale (when will you complete your objective?)	Finance (how much is it going to cost?)
Deliver the details community plan – St Albans City youth in the Community	See detailed plan	Annual targets for Community involvement and best practice	Trustees	Annually	£37,000 per annum (Main stream Apprentice £12K, Disability Apprentices £9K, Mentor £5K, Equipment £3K, Travel £2K, Young Coaches 5K, Courses £1K)
Hardship cases to participant in our teams and Community work	See detailed plan	Annual targets for Community involvement and best practice	Trustees	Annually	£5000 to allow for hardship cases <i>Achieved and ongoing</i>

13 - SECTION: COMMUNICATIONS & MARKETING

Aim
<ul style="list-style-type: none"> ○ To actively promote and market all football opportunities available
Achievement Targets
<ul style="list-style-type: none"> • Optimum number of players in all squads • Optimum number of teams • Number of new volunteers attracted is in line with development of the clubs expansion • Number of Committee members and trustees in line with the clubs development • 3 annual award events per year segmented by age • Minimum of 12 favourable press releases per year • Apply for Awards as deemed appropriate • Website and Social Media sites developed

Plan					
Objective (what needs to be done?)	Tactic (how do you intend to achieve your objective?)	Achievement Target (what will be achieved?)	Responsibility	Timescale (when will you complete your objective?)	Finance (how much is it going to cost?)
To increase the awareness of football playing opportunities in the local community	To actively promote the playing opportunities through posters in local community centres, schools and other community venues Introduce role models in Community through St Albans City Youth in the Community	Additional Players joining the club (See Club Development Table)	Committee	Ongoing for life of the plan	£500 yearly <i>Achieved</i>

St Albans City Youth Football Club - Development Plan 2017 – 2021 Ver: 1.0

Plan					
To advertise for volunteers	Work with partners at CVS and HSP Promote opportunities through word of mouth, posters, leaflets and local media Promote through parents of members	Volunteers number increased in line with the increase of new teams	Trustees		£100 yearly <i>Ongoing</i>
Seek recognition of good football development work and recognise important role of club volunteers	To apply for Awards as deemed appropriate		Trustees		<i>Ongoing</i>
Volunteers long service awards	Recognise long service within the club, aimed at managers, coaches and general helpers.	Each season present long service certificates Thank you to key people Regular feedback gathered and acted upon	Trustees	Annually	£100 <i>Ongoing</i>
To advertise success	To run an annual awards day and issue ongoing press releases to local media	3 annual award events and minimum of 12 press releases	Secretary and Press Secretary	Annually	£5,500 Awards Day Annual Cost <i>Achieved and ongoing</i>
Increase the general awareness of the football club	Expand the club website to highlight the work in the community	Website developed and maintained as a leading site for Sport and Community activity Website developed as a record of the Community work and achievements	Chair of Trustee	Update daily	£2.5k annually <i>Ongoing</i>

Appendix A

Player Pathway Project with St Albans City FC.

Appendix B

Coerver Coaching Partner Club Statement