

Development Plan 2009 – 2014 Ver 1.4

ST ALBANS CITY YOUTH FOOTBALL CLUB

Registered Charity Number: 1089343

www.cityyouthfc.com

NICHOLAS BREAKSPEAR SCHOOL

www.nicholasbreakspearschool.co.uk



St Albans City Youth Football Club



NICHOLAS BREAKSPEAR
Catholic School

Objectives

1. Overview

2. **Club Development** – Supporting the development of St Albans City Youth FC and Nicholas Breakspear School teams.
3. **Club Development Table** – Forecast team structures 2010-14.
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. **Communication and Marketing** - Raising the profile of football and promoting opportunities to participate.

Appendix A - All Weather Pitch – Utilisation Plan

Appendix B - Highfield Park Expansion – Initial Plan

1 - Overview

St Albans City Youth Football Club are recognised within the district and the county as one of the leading providers of Youth Football in the region.

Our aim is to build on the foundations already established for a self-sustaining community based Club, providing football to junior and senior players, boys, girls and disabled players, 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 and become a symbol for what the delivery of youth football should be about in a way that confirms the position of the Club as one of the Counties Premier Clubs.

The Club expects the highest standard of player to progress from the youth teams to the senior teams. This standard to be judged on a number of 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 a number of 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 play senior football for the Club. Most importantly, the player should show respect for the Club, officials and their fellow players.

Following on from the previous Five Year Development Plan which saw the club establish its base at Highfield Park, this latest plan includes actions such as the expansion of Highfield Park to include additional grass pitches and the joint project with a St Albans School for the development of a Floodlit All Weather Training Pitch. The next five years will be as busy as the last.

2 - SECTION: CLUB DEVELOPMENT

Aim

- To ensure that people of all ages and ability have the opportunity to play football

Achievement Targets

- Renewal of Charter Standard Community Club Status
- Maintain and Expand the provision of Boys and Girls Football
- Provision of an All Weather Floodlit Training Facility
- Expansion of Highfield Park Grass Pitches

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	Renewal of Charter Standard Community Club Status in line with FA Changes in the criteria	Club Development Officer	Year 2	FA CRB Checks £15 per volunteer, approx £500 per year
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, Affiliation fees.
Maintain teams at existing groups (Girls)	Maintain good level of volunteer support		Management Committee	Yearly	<i>Club:</i> new team strips and equipment, Affiliation fees.

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Plan					
All Weather Training Facility Feasibility Study	Identify community partners to develop a Floodlit All Weather training facility within the district	Partners identified Nicholas Breakspear School Special Olympics St Albans District Council Active St Albans	Management Committee	Year 1	Management Committee and Club Trustees Time
All Weather Training Facility Development (Appendix A)	Prepare Financial and Development Plans for the preferred location and partner	Plan developed, Funding Applications prepared	Management Committee	Year 1	£1,200,000 approx includes Floodlit pitch and new changing rooms.
Highfield Park expansion (Appendix B)	The opportunity exists for the expansion of the clubs Highfield Park facility with the addition of land adjoining the complex for the provision of up to 3 additional pitches	Agreement with Highfield Park Trust Feasibility Study, drainage etc. Financial Plan produced. Licence Agreement amended to include new area. Funding Applications Prepared and presented	Development Officer	Year 1	£2,000 drainage survey Legal fees – TBA Drainage Costs -TBA
Highfield Park expansion (2)	Availability of new pitches at Highfield Park	Opening of additional pitches	Development Officer	Year 2	3 * Football Posts £3,000 approx

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3 - Club Development Table

	Year 1			Year 2			Year 3			Year 4			Year 5		
No of Teams	42			47			50			54			55		
	Boys	Girls	Disability	Boys	Girls	Disability	Boys	Girls	Disability	Boys	Girls	Disability	Boys	Girls	Disability
Age Groups	U8, 3	U11, 1	2	U8, 4	U10, 2	2	U8, 4	U10, 2	3	U8, 4	U 9 1	3	U8, 4	U 8 1	3
	U9, 4	U12, 1		U9, 4	U11, 1		U9, 4	U11, 1		U9, 5	U10, 2		U9, 5	U 9 1	
	U10, 5	U15, 1		U10, 5	U12, 1		U10, 5	U12, 1		U10, 5	U11, 1		U10, 5	U10, 2	
	U11, 5	U16, 1		U11, 5	U13,1		U11, 5	U13,1		U11, 5	U12, 1		U11, 5	U11, 1	
	U12, 5	Senior 1		U12, 5	U16, 1		U12, 5	U16, 1		U12, 5	U13,1		U12, 5	U12, 1	
	U13, 3			U13, 4	Senior 1		U13, 4	Senior 1		U13, 4	U16, 1		U13,4	U13,1	
	U14, 2			U14, 3			U14, 4			U14, 4	Senior 1		U14, 4	U16, 1	
	U15, 2			U15, 2			U15, 3			U15, 3			U15, 3	Senior 1	
	U16, 2			U16, 2			U16, 2			U16, 3			U16, 3		
	Senior 3			Senior 3			Senior 3			Senior 4			Senior 4		
	Midweek 1			Midweek 1			Midweek 1			Midweek 1			Midweek 1		

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Nicolas Breakspear School Development Table

	Year 1			Year 2			Year 3			Year 4			Year 5		
No of Teams	16			17			21			22			22		
	Boys	Girls	Disability	Boys	Girls	Disability	Boys	Girls	Disability	Boys	Girls	Disability	Boys	Girls	Disability
Age Groups	Yr 7, 2	Yr 7+8, 1		Yr 7, 2	Yr 7+8, 1		Yr 7, 2	Yr 7, 1		Yr 7, 2	Yr 7, 1		Yr 7, 2	Yr 7, 1	
	Yr 8, 2	Yr 9+10,1		Yr 8, 2	Yr 9+10,1		Yr 8, 2	Yr 8, 1		Yr 8, 2	Yr 8, 1		Yr 8, 2	Yr 8, 1	
	Yr 9, 1	Senior 1		Yr 9, 1	Senior 1		Yr 9, 1	Yr 9, 1		Yr 9, 1	Yr 9, 1		Yr 9, 1	Yr 9, 1	
	Yr 10, 2			Yr 10, 2			Yr 10, 2	Yr 10, 1		Yr 10, 2	Yr 10, 1		Yr 10, 2	Yr 10, 1	
	Yr 11, 1			Yr 11, 1			Yr 11, 1	Senior 1		Yr 11, 1	Yr 11, 1		Yr 11, 1	Yr 11, 1	
	Senior 2			Senior 2			Senior 2			Senior 2	Senior 1		Senior 2	Senior 1	
	Old Boys 2			Old Boys 2			Old Boys 2			Old Boys 2			Old Boys 2		
	Staff 1			Staff 1			Staff 1			Staff 1			Staff 1		

4 - SECTION: WORKFORCE DEVELOPMENT

Aim

- To develop and retain a qualified team to deliver the football development plan

Achievement Targets

- Qualified Level 1 Coaches
- Qualified Level 2 Coaches
- Qualified referees
- All coaches members of local Coaches Association

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	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	2008 and annually	Total per year at 2009 prices, £3000
To develop 1 new Level 2 coach each year	Offer opportunities for people to access Level 2 Courses with Local County FA	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 2009 prices, £300 and rising

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Plan					
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	£500
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	£200
To ensure coaches are trained to treat player injuries	Coaches to attend First Aid for Sport Courses (1 per team)	All Coaches qualified	Secretary / Coaching Co-ordinator	All existing coaches Year 1 4 Year 2 2 Year 3 2 Year 4 2 Year 5	£500
Train Players and Volunteers to become Referees	To access courses via the County FA.	3 Referees Qualified	Club Development Officer	3 Year 1 3 Year 2	£195

4 - SECTION: Nicolas Breakspear WORKFORCE DEVELOPMENT

Aim

- To develop and retain qualified staff deliver the football development plan

Achievement Targets

- Qualified Level 1 Coaches
- Qualified Level 2 Coaches
- Qualified referees

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 1 new Level 2 coach per year	Offer opportunities for staff to gain level 2 Qualification.	1 Level 2 coach per year	Head of PE	2011 then annually	£300
To develop at least 20 level 1 Student Coaches	Introduce Level 1 Coaching Course into JSLA & CSLA Schemes and BTEC	Link with St Albans City Youth FC to run courses at NBS	Head of PE & Development Manager St Albans City Youth FC	2010 then annually	Grant from "Sport Relief & HCC" to cover costs associated with this project £8k
Offer training to Student Referees	Through A Level Course	2-3 Qualified referees per year	Head of PE	2010 then annually	£195 annually at 2009 prices

5 - SECTION: LEAGUES, COMPETITIONS AND SMALL SIDED

Aim

- To develop and support competitive opportunities across all age groups and abilities

Achievement Targets

- 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 6 A Side soccer tournament at City Youth	Develop the current competition for additional age groups and more girls teams Involve student as coaches/referees (Girls Tournament)	Annual competition in place. Increase provision for girls teams from U10 to U12 and School sides	St Albans City Youth 6 A Side manager and Girls Section manager	Ongoing	Self funding via tournament entry fees and club funds
Continue development of Highfield park as a venue for Mini Soccer	Work with the Highfield Park trust.	Pitches maintained to a high standard	Club Sec and Highfield Park trust	Ongoing	Self funding

Plan					
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	Costs of Goal Posts at each site.

5 - SECTION: Nicolas Breakspear LEAGUES, COMPETITIONS AND SMALL SIDED

Aim
<ul style="list-style-type: none"> Set-up School / District Partnership Mini Leagues

Achievement Targets
<ul style="list-style-type: none"> Pre-School Mini League / Lunchtime Mini League / District 6 A Side (Girls & Boys)

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?)
Breakfast Club	Set-up 6 A Side league, running 2 mornings a week before School	Students (Especially School refusers) to attend Pre-School 6 A Side League	Head of PE	November 2011	TBA
Lunchtime	Lower & Upper School 6 A Side league	Lunchtime League, (Focus on Disaffected Students)	Head of PE	November 2011	TBA
Partnership	Primary 6 A Side Tournaments	Year 5 & 6 Tournament (Girls & Boys)	PDM	January 2012	TBA

Plan					

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 attended 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?)

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Plan					
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 @ £100 x 5 people = £500
Increase participation from black & minority ethnic groups	Advertise in black & minority ethnic communities. Promote participation in community centres.	25% of all players in new team from black & minority ethnic groups	Team Managers	5% Year 1 10% Year 2 15% Year 3 20% Year 4 25% Year 5	
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	
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		

6 - SECTION: Nicolas Breakspear RACE EQUALITY

Aim
<ul style="list-style-type: none"> To increase the opportunities for people from ethnic minority groups to access the Astro turf for a variety of sports events

Achievement Targets
<ul style="list-style-type: none"> Involve Schools in the partnership with high ethnic minority groups for competition One slot per week to be allocated to ethnic minority group

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?)
Target specific Schools	Through SSP contacts	Competition / Mini Competition	Compt Manager	Sept – July 2011	(Medals / Trophy) £50
Link with Sports Development	SDO / Faculty manager to organise sessions	Adults from Ethnic Minorities to attend sessions	Faculty manager / SDev	Sept – July 2011	TBA

7 - SECTION: SOCIAL INCLUSION

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

Plan					
Encourage more people from areas of deprivation	Promote and advertise club in areas of deprivation	5 people per year from areas of deprivation	Club Committee	5 people Year 1 5 people Year 2 5 people Year 3 5 people Year 4 5 people Year 5	Nil

7 - SECTION: Nicolas Breakspear SOCIAL INCLUSION

Aim
<ul style="list-style-type: none"> Target groups from the deprivation areas of St Albans to allow them usage and access to sporting opportunities

Achievement Targets
<ul style="list-style-type: none"> Organise structured competitions for pupils from Schools in deprived areas. Open session in evening for adults

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?)

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Plan					
Liaise with District Council and Sports development to target deprivation Schools and Adults	Target specific Schools and Groups through contact links. Allocate evening slot	Competition Adults attending sports sessions	Compt Manager Faculty Manager / Sports Development	Sept – July 2010/11 Sept – July 2010/11	Medals & Trophy £50 TBA

8 - SECTION: HEALTH

Aim
<ul style="list-style-type: none"> To promote healthy lifestyles through football 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?)

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Plan					
To promote physical activity through football activities in courses provided in the City Youth and NB School 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	<u>Year 1 and Ongoing</u> Dads and Lads sessions <u>Year 2 and Ongoing</u> Healthy Lifestyles Awareness courses established <u>Year 2 and Ongoing</u> Football sessions provided for PCT group of obese young people	Courses subsidised through Extended Services programme
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	No Cost
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 Cost

Plan					

8 - SECTION: Nicolas Breakspear HEALTH

Aim
<ul style="list-style-type: none"> Encourage more children and adults to participate in sport and physical activity

Achievement Targets
<ul style="list-style-type: none"> Parents Fitness Club Other clubs to use facilities Exercise referral scheme G + T Camp

Plan

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?)
N.B parents MOT evening for fitness	Organise sessions – letters sent to home addresses	Parents attend sessions to improve fitness	PE Dept + SSP Staff	Sept – July 2011/12	
Advertise sessions to other sports	Through CSW and Sports Development Network	Other sports using Astro turf	Faculty manager / Linked to PDM	September onwards	
G + T Camp	Through work of SSP	65 primary children to attend Summer Holliday camp	PDM + SSP Staff	Easter 2011 July 2012	
Target exercise referral group	Link with Health S.D.O	Referral group allocated slot for usage	Health / Dev Officer	Sept – July 2011/12	

9 - SECTION: Football in Education

Aim
<ul style="list-style-type: none"> Work in the Community promoting Football

Achievement Targets
<ul style="list-style-type: none"> 20 new level 1 coaches per year Maintain existing and identify new School – Club Links

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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 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 Breakspeare School, Verulam, STAGS, Loreto College, Cunningham Hill, Garden Fields	Club Development Officer	Schools reviewed on an Annual basis	Nil
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, Courses held for Astley Cooper School, Wheatfield's School, Marlborough School Sandringham School, Nicholas Breakspeare 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	£9k per annum More coaches could be trained if additional funding became available.

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?)

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Plan					
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	2011-12	£1000 per annum
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	2011-12 and ongoing	£500
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		£1,500 per team
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	2010 – ongoing 18 Coaches Year 1 Year 2 onwards to be assessed.	Cost included in level 1 course costs in the section above

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Plan					
SCHOOLS LINKS	Establish links with local Schools to promote Girls Football.	Links established with Marlborough School, Nicholas Breakspere School, Wheatfield's School etc. Girls Football Leaflet funded and produced. Grants obtained to purchase audio visual equipment and the production of a Video promoting local girls football. Members of the club have carried out talks at local Schools and showed the clubs Girls Football Video to help promote the sport.	Club development officer	2010 - ongoing	Minimal
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 . London Colney FC Ladies have agreed that girls can take part in training sessions. In addition establish an outlet with London Colney Ladies FC for players as a progression after youth football.	Club development officer	2010 - ongoing	Minimal
St Albans City Ladies FC	Establish a new club as a pathway for Girl Players	Club established and registered with the Herts FA for the 2009/10 season	Press officer to be new clubs secretary	2010/11	Club to provide an initial £700 grant to help the club become established.

10 - SECTION: Nicolas Breakspear Girls Football

Aim
<ul style="list-style-type: none"> ○ To increase the opportunities for Girls to participate in and develop their football skills

Achievement Targets
<ul style="list-style-type: none"> ○ Increase the number of teams ○ Increase the amount of training

Plan					
Objective	Tactic	Achievement Target	Responsibility	Timescale	Finance
(what needs to be done?)	(how do you intend to achieve your objective?)	(what will be achieved?)		(when will you complete your objective?)	(how much is it going to cost?)

Plan					
Increase the number of Girls Competitive teams	1 team per year group	Every Year group will have a team that competes in District / County competitions	Head of PE	September 2011	
Increase Girls participation	Regular training	All year Groups to have 1 training session per week	Head of PE	September 2011	

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

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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?)
Increase the number of participants	Establish more links with local special needs groups	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 Play more friendly games. Run our own annual festival	Club disability development officer	2010 ongoing	£1000 £500 per annum
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 our first Role Model – Dan Rogers then Tom Ward Look initially to train 3 disabled players to become Level 1 coaches Look to develop on of these coaches so they are prepared for Level 2 Look to train a further 3 Level 1 coaches from this group	Club disability development officer Club development officer	2010 ongoing 2011 2012	£2400
Increase the number of Club links	Ask our existing contacts to give us a new contact	Ask the players to tell us about possible new links Ask SSCO's to give us a new contact Visit 2 new disability groups	Club disability development officer	2010 on going 2011 2011	Minimal
Work closely with other local clubs for the benefit of the players	Provide useful work contributions to Herts FA and Special Olympics	Provide Joe Goude (HDFP) with our management expertise. Offer weekly coaching assistance to Susi at Special Olympics Complete at least one shared activity	Club disability development officer	2010 on going 2011	£500

11 - SECTION: Nicolas Breakspear DISABILITY FOOTBALL

Aim
<ul style="list-style-type: none"> ○ Allow young people / adults with disabilities access to the facilities

Achievement Targets
<ul style="list-style-type: none"> ○ Host a Special Schools Sports Tournament. ○ Special Olympics Sessions ○ Playground 2 Podium multi sports events

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?)
Organise Special School event	Through SSP Contacts	Special Schools events held	PDM and Compt Manager	September – July 2010/11	

Plan					
Advertise Astro Turf Facility to Special Olympics	Contact Special Olympics SDO	Special Olympics Group using facility	Facility manager	Sept – July 2010/11	
Organise P2P Club	Through SSP	P2P Club using facility for a minimum of 6 Sessions	PDM / Facility manager	Sept – July 2010/11	

12 - 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"> Maximum number of players in all squads Number of new volunteers attracted is in line with development of with the expansion of the club 1 annual awards night per year Minimum of 4 press releases per year Apply for County FA Charter Standard Awards Website Developed

Plan

St Albans City Youth Football Club - Development Plan 2009 – 2014 Ver: 1.4

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	Additional Players joining the club (See Club Development Table)	Committee	Ongoing for life of the plan	£500 yearly
To advertise for volunteers	Promote opportunities through word of mouth, posters, leaflets and local media	Volunteers number increased in line with the increase of new teams			£?
Seek recognition of good football development work and recognise important role of club volunteers	To apply for County FA Charter Standard Awards		Trustees		Nil
Volunteers long service awards	Recognise long service within the club, aimed at managers, coaches and general helpers.	Each season present long service certificates	Trustees		£50
To advertise success	To run an annual awards night and issue ongoing press releases to local media	1 annual award night and minimum of 4 press releases	Secretary and Press Secretary	Annually	£2,500 Awards Night, Annual Cost

Plan					
Increase the general awareness of the football club	Expand the club website to highlight the work in the community	Website developed and maintained	Mervyn Morgan	Update weekly	£1k annually

Appendix A

All Weather Training facility - Programme of usage							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
08:00 – 09:00	▶	▶	▶	▶	▶	Girls & Boys 7 a Side Football matches (Inter School)	▶
09:00 – 10:00	School Curriculum	School Curriculum	School Curriculum	School Curriculum	School Curriculum	Girls & Boys 7 a Side Football matches (Inter School)	▶
10:00 – 11:00	School Curriculum	School Curriculum	School Curriculum	School Curriculum	School Curriculum	SACYFC Training	▶ 11 a side match
11:00 – 12:00	School Curriculum	School Curriculum	School Curriculum	School Curriculum	School Curriculum	SACYFC Training	▶ 11 a side match
12:00 – 13:00	School Curriculum	School Curriculum	School Curriculum	School Curriculum	School Curriculum	SACYFC Training	▶ SA Cricket
13:00 – 14:00	Interform Year 7	Interform Year 8	KS3 Football Social league	KS4 Football Social league	Girls Hockey / Yr 7 Boys Rugby	Community Sport	▶ SA Cricket
14:00 – 15:00	School Curriculum	School Curriculum	School Curriculum	School Curriculum	School Curriculum	Community Sport	SACYFC Disability
15:00 – 16:00	District Girls Hockey mini league	Protec / 6 th Form Football practice	Yr 7 Football / Gaelic Football	Girls / Boys Football Practice	Protect / Watford Double Club	Community Sport	SACYFC Disability
16:00 – 17:00	District Girls Hockey mini league	Protec / 6 th Form Football practice	Yr 7 Football / Gaelic Football	Girls / Boys Football Practice	Staff Football	Cricket	▶ 11 a side vets
17:00 – 18:00	Community Sport	Community Sport	Special Olympics	Community Sport	Staff Football	▶ Goalkeeper training	▶ 11 a side vets
18:00 – 19:00	SAC First Team	SACYFC Girls	SACYFC Boys	SACYFC Boys	SACYFC Boys	▶ Goalkeeper training	▶
19:00 – 20:00	SAC First Team	SACYFC Girls	SACYFC Boys	SACYFC Boys	SACYFC Disability	▶	▶
20:00 – 21:00	Vets Football	SACYFC Girls	SACYFC Boys	SACYFC Boys	SACYFC Disability	▶	▶
21:00 – 22:00	Vets Football	SACYFC Girls	SACYFC Boys	SACYFC Boys	Community Sport	▶	▶

Operating times Friday evening, Saturday PM and Sunday PM will be reduced if the resubmitted planning application is approved.

Appendix B

Highfield Park Expansion – Initial Plan

- Although Oakland's have not yet signed over the land to the Trust, Oakland's have indicated they will do so after the forthcoming planning enquiry meeting at the council. – Anna to update.
- We have agreed a way forward with Anna for the work that needs to be done to establish additional football pitches on the field, these are as follows:
- Commission the National Playing Fields Association to carry out a drainage survey of the site which provide the spec required for the type of drainage works needed – Anna to action.
- Once the NPFA report is received approach Agripower (Company who installed the drainage on the existing fields) to provide an estimated cost of the works required. – Anna to action.
- Examine if planning consent is required for the change of use for the field from Agriculture to Sports Field. – Anna to action.
- Club Licence, Anna agrees all that should be required is a new plan amended to the existing licence highlighting the new boundaries of the site which attract our discounts (Same discounts will apply), Anna will contact the Trusts Solicitors (Otterways) to get the ball rolling, would Sharon be able to look after our side of things with this? – Mervyn and Anna to Action.
- Once the above information is in place we can work out a funding plan to identify how much we need to apply for from the Football Foundation bearing in mind they can fund up to around 60%. Mervyn and Anna to action.
- Once all of the above is in place prepare the funding application to the Football Foundation. Mervyn to action.