

# Ashton Boys Football Club

## FA Chartered Standard Community Club Development Action Plan

February 2008



# Club Vision

## Ashton Boys Football Club Vision

### “Football For All”

Ashton Boys Football Club is a Community based club located in south Bristol. This is an area that is very poorly provided with activities, facilities and opportunities for young people and young adults.

The clubs overall vision is to provide safe, quality football for all ages, genders and abilities in a relaxed, safe and stress free environment.

This is achieved by :-

- In the youth and mini sections of both boys and girls the clubs policy is that no child will be turned away whatever the ability and gender.
- Providing children with a safe place to actively participate in sport rather than hanging around the streets.
- Providing qualified and competent coaches to enable the members of the club to grow and develop personal skills and confidence.
- Providing an adult section for young people, to enable them to continue participating in sport and have a positive outlook into adult life

# Club Development

## Ashton Boys Football Club Aims

To provide all with the opportunity to play football with whatever ability, age and Gender

## Achievement Targets

7 mini sides (14 6 a side teams due to double fixture and aggregate score arrangement in Hanham Minor league)

11 youth sides with most age groups having A and B sides

9 girls sides

2 adult mens sides

1 adult ladies side

1 junior disabled side

<b>Ashton Boys Football Club Plan</b>					
<b>Objective</b>	<b>Tactic</b>	<b>Achievement Target</b>	<b>Responsibility</b>	<b>Timescale</b>	<b>Finance</b>
To achieve FA Charter Standard Community Club Status	To work with County FA Development Officer and club committee	FA Charter Standard Community award achieved	Secretary	Year 1	£200 for additional coaching courses and CRB checks
Maintain all existing teams	Maintain good level of support	All teams maintained	Team Manager	Ongoing	Ongoing
Increase youth sides to provide A and B sides at each age group	Recruit volunteer coaches and advertise for players in local schools and the community	Expand existing mini sides as they move up into youth football.	Club Committee and mini team managers	Year 1	
To increase the mini soccer section to allow for inclusion of more young people	Recruit volunteer coaches and advertise for players in local schools and the community	7 Mini soccer teams - Hanham Minor league operates a fixture as two 6 aside teams thus increasing from currently 6 sides to 7 would actually generate two new 6 aside mini sides	Club Committee	1 Mini Soccer teams Year 1 Maintain team levels years 2 to 5	Cost per year per team: Strips and equipment £500 First Aid Kit £50
Additional adult side	Recruit manager and coach. Offer this opportunity to U16 players at the end of the season. Recruit adult players	To increase adult football from one side to two offering continuation of football with the club into adult life	Club Committee and U16 coaches	Year 3	Strips and equipment £500 First Aid Kit £50

# Club Development Table

	Year 1			Year 2			Year 3			Year 4			Year 5		
No of Teams	21			25			29			30			31		
	Boys	Girls	Disability	Boys	Girls	Disability	Boys	Girls	Disability	Boys	Girls	Disability	Boys	Girls	Disability
Age Groups	U6	U10A		U6	U10		U6	U10	U16*	U6	U10	U16*	U6	U10	U16*
	U7	U10B		U7	U11A		U7	U11A		U7	U11A		U7	U11A	
	U8	U11		U8	U11B		U8	U11B		U8	U11B		U8	U11B	
	U9	U13		U9A	U12		U9A	U12A		U9A	U12A		U9A	U12A	
	U10A			U9B	U14		U9B	U12B		U9B	U12B		U9B	U12B	
	U10B			U10A			U10A	U13		U10A	U13		U10A	U13	
	U11A			U10B			U10B	U15		U10B	U14		U10B	U14	
	U11B			U11A			U11A			U11A	U16		U11A	U15	
	U12A			U11B			U11B			U11B			U11B	U16	
	U12B			U12A			U12A			U12A			U12A	Adult	
	U13A			U13A			U13A			U13A			U13A		
	U13B			U13B			U13B			U13B			U13B		
	U13C			U14A			U14A			U14A			U14A		
	U14A			U14B			U14B			U14B			U14B		
	U14B			U14C			U15A			U15A			U15A		
	U15			U15A			U15B			U15B			U15B		
	Adult			U15B			U15C			U16A			U16A		
				U16			U16A			U16B			U16B		
				Adult A			U16B			U16C			Adult A		
				Adult B			Adult A			Adult A			Adult B		
							Adult B			Adult B					

# Leagues, Competition and Small-sided Football

## Ashton Boys Football Club Aims

To provide all age groups both boys and girls the opportunity to play competitive sport at whatever level and to continue to expand our teams by providing multiple sides at each age group to accommodate this.

To involve the local community and encourage all abilities to take part in Football

## Achievement Targets

For all mini teams to compete in mini league football (boys and girls)

For all youth teams to compete in youth Football Leagues (boys and girls)

Second adult side in mens Football

Adult side in Ladies football

Run an annual youth and mini football tournament

To operate a yearly community Football festival where non members can come and enjoy Football

One junior disability side

<b>The Plan</b>					
<b>Objective</b>	<b>Tactic</b>	<b>Achievement Target</b>	<b>Responsibility</b>	<b>Timescale</b>	<b>Finance</b>
To provide competitive opportunities of all mini soccer	Enter all teams in the Hanham Minor League	All teams entered into league	Secretary	All teams in appropriate leagues in line with club development table	£35 affiliation per team
To provide competitive opportunities of all 11 a-side	Enter all teams in Avon Youth League	All teams entered into league	Secretary	All teams in appropriate leagues in line with club development table	£35 affiliation per team
To provide competitive junior football for people with disabilities	Enter team into Regional Ability Counts League	1 team will be entered	Secretary	U16 – Year 3	£0
To run an annual mini soccer tournament U8 to U14	To invite all local clubs and from outside the area to participate	Annual mini soccer tournament delivered	Club Committee	Annually from Year 1	Tournament will cover its own costs and make profit for the club
To Run community football festival	Participate in community event at Greville Smyhth Park	To Help FROGS run a successful safe event at the park	Club Committee	Annually from Year 1	£non profit
To provide more access to adult football	Encourage U16 age group to step up into adult football and attract mature footballers to get a balance teams entered into Bristol Suburban League	All teams entered into leagues	Secretary (adult section)	By year 3	£35 affiliation per team

# Workforce Development (staff, coaches, tutors, referees, volunteers)

Ashton Boys Football Club Aims
To develop and retain a qualified team to deliver the football development plan

Achievement Targets	
40 Qualified coaches completed Level 1	10 volunteers completed First Aid for Sport
5 Qualified coaches completed Level 2	All coaches members of local Coaches Association
5 Qualified referees	
1 qualified coach completed Level 3	

The Plan					
Objective	Tactic	Achievement Target	Responsibility	Timescale	Finance
Appoint coaching Co-ordinator	To advertise at management meeting	Co-ordinator to ensure all coaches are qualified and be aware of all training possibilities.	Secretary	Year 1	Non
All coaches to be qualified to Level 1	To access courses through Local County FA	40 Coaches Level 1 (See girls section for coaching targets for girls and women's football)	Secretary / Coaching Co-ordinator	20 - existing coaches Year 1 6 Year 2 6 Year 3 4 Year 4 4 Year 5	Level 1 £100.00 per new person after year 1  Level 2 £100.00 per

					person
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 2 2 Level 2 Coaches - Year 3 3 Level 2 Coaches - Year 4 4 Level 2 Coaches - Year 4 5 Level 2 Coaches - Year 5	
To develop 1 Level 3 coach	Offer opportunities for people to access Level 2 Courses with Local County FA	1 Level 3 coach	Secretary / Coaching Co-ordinator	1 Level 3 coach – year 3	Level 3 £100.00 per person
To provide coaches with ongoing opportunities to develop	Join the County Coaches Association	Full club / all coaches to apply	Secretary / Coaching Co-ordinator	<b>Level 1</b> 20 - existing coaches Year 1 6 Year 2 6 Year 3 4 Year 4 4 Year 5 <b>Level 2</b> All level 2 by year 5 <b>Level 3</b> by year 3	
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	<b>Level 1</b> All existing coaches Year 1 4 Year 2 2 Year 3 2 Year 4 2 Year 5 <b>Level 2</b> All level 2 by year 5 <b>Level 3</b> by year 3	Part of coaching badge
To ensure Volunteers are trained to treat	To attend First Aid for Sport Courses	10 Volunteers – 2 per year	Secretary / Coaching Co-ordinator		£30 per person

player injuries					
To provide 5 qualified referees	Advertise within club to all including non coaching staff	5 referees	Secretary / Coaching Co-ordinator	1 per year	£100.00 for training and equipment.

# Football in Education

Ashton Boys Football Club Aims
<p>To ensure that all young people have access to sport at all levels and allow ABFC to help fulfill this promise in linked Schools by using our qualified volunteers.</p>

Achievement Targets
<p>Ashton Park School to achieve Chartered Standard</p> <p>2 school staff level 2 qualified</p> <p>Links to feeder primary schools</p> <p>Links to other youth groups</p>

The Plan					
Objective	Tactic	Achievement Target	Responsibility	Timescale	Finance
Ashton Park School to achieve FA Charter Standard.	To request a Charter Standard Application Form from the County FA and complete / work toward all criteria.	School achieves FA Charter Standard.	Head of PE/ ABFC coaching Co-ordinator	Year 2	£0
All feeder Primary	To work with all P.E Coordinators /	2 Primary Schools achieve FA Charter Standard.	School Sports liaison officer	Year 5	£0

Schools be linked to club Ashton Gate Luckwell South Street Parson Street Southville Ashton Vale	Primary Link Teachers. Schools liaison officer to make contact with schools				
All appropriate staff to be suitably qualified to deliver high quality football.	To develop Ashton Park staff through FA Level 2 Coaching Certificate.	2 members of staff achieved FA Level 2 Coaching Certificates	Head of PE / County FA/ coaching Co-ordinator	Year 3	£150 per person = £300
Deliver a football festival to all linked primary schools	Liaise with schools to offer a come and try scheme open to all abilities	1 festival delivered per year. Nominally in school holidays	School Sports liaison officer	Year 1	£0
Develop links with other youth groups such as scouts	Direct contact with local groups	To help groups such as scouts who hold their own football events by providing qualified coaches	Secretary /coaching Co-ordinator	Year 1	£0

# Women & Girls' Football

Ashton Boys Football Club Aims
The aim of the club is develop girls football to allow girls of all ages to play football including adult level

Achievement Targets
<ul style="list-style-type: none"> <li>9 girls sides</li> <li>1 adult ladies side</li> <li>4 female level 1 coaches</li> <li>1 female level 2 coach</li> <li>1 female referee</li> </ul>

The Plan					
Objective	Tactic	Achievement Target	Responsibility	Timescale	Finance
Develop girls teams at all age groups	To work with County FA and County Sports Partnership work with schools for girls (to generate interest)	Girls team established at U10, U11 U12, U13, U14, & U16	Youth co-ordinator / girls football co-ordinator	U10A, U10B, U11, U13 – <b>Year 1</b>  U10, U11A, U11B, U12, U14 – <b>Year 2</b>	Cost per year per team: Strips and equipment £500 Affiliation (County FA & League) £50 per

	<p>Advertise in Local paper</p> <p>Continue to work with <b>Access For Sport</b> – registered sport charity currently funding our year 1 programme</p>			<p>U10, U11A, U11B, U12A, U12B, U13, U15 – <b>Year 3</b></p> <p>U10, U11A, U11B, U12A, U12B, U13, U14, U16 – <b>Year 4</b></p> <p>U10, U11A, U11B, U12A, U12B, U13, U14, U15, U16 – <b>Year 5</b></p>	<p>team</p> <p>First Aid Kit £50 per team</p>
<p>Develop a women's senior team</p>	<p>Retain players progressing from U16's</p> <p>Advertise in local community and local media</p>	<p>1 women's team established</p>	<p>Secretary / girls football co-ordinator</p>		<p>Cost per year per team:</p> <p>Strips and equipment £500</p> <p>Affiliation (County FA &amp; League) £50</p> <p>First Aid Kit £50</p>
<p>Ensure that females are encouraged into volunteering and coaching roles</p>	<p>Actively encourage females to be officially involved with the club</p>	<p>4 female level 1 coaches</p> <p>1 female level 2 coach</p>	<p>Secretary / girls football co-ordinator</p>	<p>1 female level 1 – Year 2</p> <p>2 female level 1 - Year 3</p> <p>3 female level 1 – Year 4</p> <p>4 female level 1 – Year 5</p> <p>1 Female Level 2 – Year 3</p>	<p>Level 1 approximately £100 per person</p> <p>Level 2's approximately £200 per person</p>

# Football for Disabled People

Ashton Boys Football Club Aim
To ensure that football opportunities are inclusive for people with disabilities

Achievement Targets
<p>Appoint a Disability Co-ordinator</p> <p>2 coaches trained through Coaching Disabled Footballers course</p> <p>1 junior disability side</p>

The Plan					<u>Example</u>
Objective	Tactic	Achievement Target	Responsibility	Timescale	Finance
Appoint disability co-ordinator	Already identified parent	To liaise with the county FA, the FA and form links with local disability groups and schools to improve access to football	Secretary	Year 1 appointment	Coaching Disabled Footballers course approximately £50 Child welfare course £5
Nominated coaches to be trained to work with people with disabilities	Organise / attend Coaching Disabled Footballers course with County FA	2 Coaches attended Coaching Disabled Footballers Course	Secretary / Disability co-ordinator /Coaching Co-ordinator	1 Coach by Year 2 1 Coach Year 3	Coaching Disabled Footballers course approximately £50 per person

To establish a junior disability team	To work with local Special Schools to generate interest	1 junior team developed	Secretary / Disability co-ordinator /Coaching Co-ordinator	Year 3 to 4	Cost per year per team: Strips and equipment £500 Indoor training ining (£1000) Affiliation (County FA & League) £50 First Aid Kit £50
To increase number of people with disabilities playing mainstream football	To advertise for players in Special Schools  To have an inclusive policy regarding participation  Offer to visit and coach in special schools	Advertise in Special Schools  Have an inclusive club policy	Secretary / Disability co-ordinator /Coaching Co-ordinator	Year 1 (already in place)  (already in place)  Year 1	£0  £0  £0

# Communication & Marketing

Ashton Boys Football Club Aims
To actively promote and market all football opportunities available

Achievement Targets	
Two sides per age group	Apply for County FA Charter Standard Awards
Number of new volunteers attracted is in line with development of new teams	Website Developed
Annual awards/presentation night per year	
Minimum of 4 press releases per year	

Your Plan					
Objective	Tactic	Achievement Target	Responsibility	Timescale	Finance
To increase the awareness of football playing opportunities in the local community	To actively promote the playing opportunities through posters and flyers in local community centres, schools and other community venues	To have two sides per age group	Club Committee	Year 1 and ongoing each year	£0 – through sponsorship
To advertise for volunteers	Promote opportunities through word of mouth,	Volunteers number increased in line with the increase of new teams	Club Secretary and coaches	Year 1 and ongoing	£0 – through sponsorship

	posters, leaflets and local media				
Seek recognition of good football development work and recognise important role of club volunteers	To apply for County FA Charter Standard Awards	Make application on annual basis	Club Secretary	Year 2 and ongoing	£0
To advertise success	To run an annual awards night with all age groups and genders together and issue ongoing press releases to local media	1 annual award night and minimum of 4 press releases	Club Secretary / Team Manager / Club Committee	Year 1 and ongoing (this is already a feature ABFC has carried out successfully)	£1000.00 plus
Increase the general awareness of the football club	Develop a website to promote football club.  Each side to have own website linked to main site	Main Website developed and maintained  Each side to utilise web teams format	Website Manager  Team web manager	Year 1 and ongoing	£0  £30.00 per year