

**HETHERSETT ATHLETIC F.C.  
DEVELOPMENT PLAN**

**2008 – 2013**



# HETHERSETT ATHLETIC F.C. DEVELOPMENT PLAN

## 2008 - 2013

### **1. Club Development Policy.**

Hethersett Athletic F.C. is committed to developing a sustainable organisation and facilities that supports the provision of opportunities for participation in football in the local community. The Club will produce and maintain a Development Plan to ensure a professional and structured approach to further development of the club. The Development Plan is written as an extension of the club's aims which are:

- "To encourage and promote the development of football within the community of Hethersett, with an emphasis on youth teams"
- "The club will strive to provide an opportunity for players of both sexes and all abilities to participate in football at all age levels. The club will seek to compete at the highest possible level"
- "We will endeavour to facilitate the provision of the best playing amenities and equipment available to us in line with the growth of sport in Hethersett"

The Development Plan and the process of producing and maintaining it will help ensure:

- All Club Members, volunteers are aware of, understand and work towards developing and moving the club forward in all areas
- The club development plans are implemented in a managed, structured and co-ordinated way
- Progress of the Club's Development activity can be monitored by the Club Committee

This Development Plan covers the following areas of the club:

1. Club Administration (Club Secretary, Welfare Officer, Treasurer)
2. Football Development. (Football Development Officer)
3. Volunteer Development (Volunteer Co-ordinator, Referee Co-ordinator)
4. Schools and Community Links (Schools Liaison Officer)
5. Marketing and PR (Marketing & Promotions Officer)
6. Facilities (Facilities Manager)
7. Equipment (Facilities Manager, Team Managers)
8. Financial development & Funding (Treasurer, Assistant Treasurer, Sponsorship Officer, Events Officer)

The Club's Development Officer is responsible for co-ordinating and supporting the Club Officers development activities, leading the Club's development actions where required and maintaining the Development Plan.

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### **2. Monitoring and updating the Development Plan**

Development Plans are dynamic documents and are constantly moving forward through a process of: Plan → Action → Review.

Monitoring and reviewing progress at Committee meetings will ensure that the club continues to develop and that initiatives are co-ordinated to make best use of resources and funds.

New items for inclusion in the Development Plan and requests for finance from the Development Fund to support these can be proposed by any Committee member or their representative.

Proposals should be submitted in writing to the appropriate Club Officer (see section 1 above) with a copy to the Club Development Officer at least 1 week before a scheduled Committee meeting to allow these to be circulated and reviewed before the meeting. The Development officer will assist in preparing these proposals if required.

Proposals should provide the following information:

- **What needs to be done** - *Short statement e.g. Improve condition of pitch*
- **Why this is important** - *Why this needs to be done and how this benefits the club*
- **How will this be done** - *What tasks need to be done*
- **Who is responsible** - *Who is leading the work and who else is involved*
- **Timescale** - *When will this be completed*

The Club Committee will:

- Prioritise development activities if required
- Check that proposal supports the club's aims
- Approve/Disapprove/Request Further Information for each proposal
- Agree the method of funding for approved proposals. The Development Fund is one source of funding. Other options include sharing costs across teams, sponsorship and targeted fund raising.

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### 1. Club administration.

The development aims of Club Administration are to improve the Club's organisational capability to support the smooth running of the Club, ensure the Club's commitments are fulfilled and that formal processes are in place to address the obligations undertaken by the club.

<b>HETHERSETT ATHLETIC F.C. –CLUB ADMINISTRATION</b>					
<b>SHORT TERM ACTION PLAN (2008/2009 Season)</b>					
<b>Action</b>	<b>Action Plan Detail</b>	<b>Resources/Costs</b>	<b>Responsibility</b>	<b>Time Scale</b>	<b>Status</b>
Disciplinary database	Create a disciplinary database		Mel Perkins/Sue Buffin		11/08 - Completed
Members e-mail database			Mel Perkins/Sue Buffin		11/08 - Completed
Further Develop Members e-mail database to include e-mail addresses and associated information to allow direct mailing of club information to the widest number of parties with an interest in the club	<ol style="list-style-type: none"> <li>1. Use Membership database as a base and HHS Parent mail as the model</li> <li>2. Obtain parents e-mail addresses</li> <li>3. Obtain sponsors e-mail addresses</li> <li>4. Identify other types of contact e.g. F.A., Leagues etc.</li> <li>5. Agree and detail (in a policy</li> </ol>		SR/SB/MP to progress development of d/b and associated processes with input from all interested parties  Team Managers to supply e-mail addresses and other data requested for inclusion on d/b	TBA	01/09 – New action added

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<b>HETHERSETT ATHLETIC F.C. –CLUB ADMINISTRATION</b>					
<b>SHORT TERM ACTION PLAN (2008/2009 Season)</b>					
<b>Action</b>	<b>Action Plan Detail</b>	<b>Resources/Costs</b>	<b>Responsibility</b>	<b>Time Scale</b>	<b>Status</b>
	<p>/procedure?) how d/b e-mailing is to be used and managed</p> <p>6. Build d/b</p> <p>7. Obtain permission to e-mail</p> <p>8. Detail process for keeping up to date</p>				
Annual Pre-season timetable and checklist	Put together a pre-season timetable and checklist from the information sent out by Leagues / FA to help ensure deadlines not missed		Mel Perkins / Sue Buffin	March review April implementation	01/09 - Work to start May
Review Annual Club Development Plan	Review and update Development Plan with agreed new actions for 2009/2010  Review Long Term aim and plans		Officers/Committee	July 2009 (AGM)	01/09 - Work to start May
Annual review and update of club			SR/Officers/Committee	July 2009 (AGM)	01/09 - Work to start May

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<b>HETHERSETT ATHLETIC F.C. –CLUB ADMINISTRATION</b>					
<b>SHORT TERM ACTION PLAN (2008/2009 Season)</b>					
Action	Action Plan Detail	Resources/Costs	Responsibility	Time Scale	Status
update of club organisation structure and job descriptions					May
Create and approve new policies and processes:	For each new policy: <ul style="list-style-type: none"> <li>• Produce Draft</li> <li>• Circulate for review</li> <li>• Update with feedback</li> <li>• Update HAFC website</li> </ul>		SR/Officers		11/08 - Anti Bullying completed 11/08 - Pitch Usage & Inspections completed 01/09 - Other policies on-going

<b>HETHERSETT ATHLETIC F.C. –CLUB ADMINISTRATION</b>			
<b>LONG TERM DEVELOPMENT PLAN (2009 – 2013)</b>			
Aims / What needs to be done	How	When	Comments
TBA			

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### 2. Football Development

The clubs Football Development aim is to encourage and promote the development of football within the community of Hethersett by striving to provide opportunities for players of all sexes, abilities and ages to participate in football. This includes the provision of qualified coaches, building teams, entering competitive leagues, organising friendly matches etc.

<b>HETHERSETT ATHLETIC F.C. –FOOTBALL DEVELOPMENT</b>					
<b>SHORT TERM ACTION PLAN – 2008/2009 Season</b>					
<b>Action</b>	<b>Action Plan Detail</b>	<b>Resources/Costs</b>	<b>Responsibility</b>	<b>Time Scale</b>	<b>Status</b>
Retain players from 2008/2009 season's U16's for Men's Adult teams in 2009/2010 season	1. Summer evening training sessions for players to get to know each other	£0 Adult coaches/managers	1. Adult team managers and coaches	1. May – July	01/09 – Summer evening training sessions have been run on Wednesday evening for the last two summers and have been successful in retaining U16 players into adult football and recruiting players for all adult teams. Needs support of current U16 team manager and Adult Team Managers to continue this season.
	2. Joint Adult pre-season training Sunday mornings	£0 Adult coaches/managers	2. Adult team managers and coaches	2. August	
Recruit new players for season 2009/2010 6/7/8 age group					01/09 -

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<b>HETHERSETT ATHLETIC F.C. –FOOTBALL DEVELOPMENT</b>			
<b>LONG TERM DEVELOPMENT PLAN (2009 – 2013)</b>			
<b>Aims / What needs to be done</b>	<b>How</b>	<b>When</b>	<b>Comments</b>
Create Ladies Reserve Team	A Reserve Team will be selected from one pool of adult (Over 16) players. Pool to be enlarged by players coming through from the Under 16s and additional signings The Process will start during the current season as the structure for women's & girls for future seasons is planned.	01/09 – Aiming for 2009/2010 season	01/09 - A meeting is planned for early Jan 12th to be able to offer details to the club meeting in Feb
Create U18s Boys Team		When demand justifies creation of new team and facilities available to support mid-week floodlit games	
Create more Saturday sides		When demand justifies creation of new team and volunteers available to manage, administer & coach	
Create new girls teams to fill gaps in age group coverage	Ist Stage Create at team to play at under 15 level in either NWGL or NSYL. Use County FA development to raise profile in local schools (some work done in this area late last summer school term)	01/09 – Looking to implement stage 1 for 2009/2010 season.	01/09 - A meeting is planned for early Jan 12th to be able to offer details to the club meeting in Feb



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<b>HETHERSETT ATHLETIC F.C. –FOOTBALL DEVELOPMENT</b> <b>LONG TERM DEVELOPMENT PLAN (2009 – 2013)</b>			
Aims / What needs to be done	How	When	Comments
	<p>Look to use existing older players to coach new age groups leading to new teams being formed.</p> <p>At present the club runs two Under 16s (Saturday &amp; Sunday) one Under 13s (Saturday) look to put an Under 16s together from existing players. If we are able to attract a few extra girls we will split the current under 13 Group to create two teams playing at Under 14 &amp; under 15.</p>		
Create Veterans Team		When demand justifies creation of new team and volunteers available to manage, administer & coach	
Create football opportunities for disabled sports men and women		When demand justifies, suitable facilities available and volunteers available to manage, administer & coach	

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### 3. WORKFORCE DEVELOPMENT

Legally H.A.F.C. is an unincorporated association with a constitution, committee and a wider playing membership who take very little part in running the club. Consequently the Club operates using a number of committed volunteers and is dependent on their good will and commitment to the club. The aim of Workforce development is to support existing volunteers in increasing their skills and recruiting new volunteers to increase the pool of people willing to help the club or individual teams.

<b>HETHERSETT ATHLETIC F.C. – WORKFORCE DEVELOPMENT (coaches, referees, volunteers)</b>					
<b>SHORT TERM ACTION PLAN (2008/2009 Season)</b>					
<b>Action</b>	<b>Action Plan Detail</b>	<b>Resources/Costs</b>	<b>Responsibility</b>	<b>Time Scale</b>	<b>Status</b>
Referee Development / availability	<p>Each time a group of young referees finish their initial training Barry Knight (NC-FA) will pass their contact details to KS.</p> <p>KS will then contact these individuals to find out if they are interested in starting out with youth games with Hethersett.</p> <p>The intention is to build up a group of referees to ensure that in time each competitive game which is played by the club has a qualified referee in charge.</p> <p>A list of contact details</p>		KS	On-going	01/09 – New action plan detail

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<b>HETHERSETT ATHLETIC F.C. – WORKFORCE DEVELOPMENT (coaches, referees, volunteers)</b>					
<b>SHORT TERM ACTION PLAN (2008/2009 Season)</b>					
Action	Action Plan Detail	Resources/Costs	Responsibility	Time Scale	Status
	will be built up, there will be a cost involved in moving in this direction but it should be seen as another step in the direction of referee development by the club.				

<b>HETHERSETT ATHLETIC F.C. –WORKFORCE DEVELOPMENT (coaches, referees, volunteers)</b>			
<b>LONG TERM DEVELOPMENT PLAN – 2009 – 2013</b>			
Aims / What needs to be done	How	When	Comments
TBA			

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### 4. SCHOOLS & COMMUNITY LINKS

Aims are to establish, maintain and improve links between the football club, local schools and the community, promoting HAFC status as a community charter club and to look at ways of promoting closer involvement and collaborations between the club and local schools.

<b>HETHERSETT ATHLETIC F.C. – SCHOOLS &amp; COMMUNITY LINKS</b>					
<b>SHORT TERM ACTION PLAN (2008/2009 Season)</b>					
<b>Action</b>	<b>Action Plan Detail</b>	<b>Resources/Costs</b>	<b>Responsibility</b>	<b>Time Scale</b>	<b>Status</b>
Youth Mascots	Agree position re: mascots and possible competitions		John Kimberley	Nov 17th Committee Meeting	01/09 - Complete. Mascots developed for 2008 Fun day approved. Competition review during Funday Planning
Formalise agreement on use of school facilities	<p>Meet with High School and develop agreement on use of facilities</p> <p>Meet with Junior School and develop agreement on use of facilities</p> <p>Meet with Junior School and develop agreement on use of facilities</p>		John Kimberley		01/09 - Complete: Facilities by appointment. Charged out at £15 / Hour.

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<b>HETHERSETT ATHLETIC F.C. – SCHOOLS &amp; COMMUNITY LINKS</b>					
<b>SHORT TERM ACTION PLAN (2008/2009 Season)</b>					
<b>Action</b>	<b>Action Plan Detail</b>	<b>Resources/Costs</b>	<b>Responsibility</b>	<b>Time Scale</b>	<b>Status</b>
Primary after schools club	Review primary school requirements for after schools club		John Kimberley		01/09 - Review of primary school requirements for after schools club aimed to complete end Jan 2009
School & Community Advertising and promotion of club	<p>Agree budget and set scope for advertising materials</p> <p>Appropriately draft, agree and print advertising materials</p> <p>Meet with and discuss mutual opportunities with Extended Community Liaison Officer</p> <p>Complete contact details for all community committees and organisations. Assign HAFC Owners</p> <p>Draw up and agree communications plans for each community</p>	£200 - £250	John Kimberley		<p>11/08 - Budget agreed 17<sup>th</sup> Nov 08 Committee meeting</p> <p>01/09- Requires the input of other club officers.</p> <p>Initial draft list of community committees planned for end Jan 2009</p>

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<b>HETHERSETT ATHLETIC F.C. – SCHOOLS &amp; COMMUNITY LINKS</b>					
<b>SHORT TERM ACTION PLAN (2008/2009 Season)</b>					
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	organisation				
Register of interests (logging communications)	Develop register of Interests Populate register of interest		John Kimberley		01/09 - Ongoing: Register developed. Reminder to all HAFC members to email John Kimberley with information. No data gathered to date.
Review club status as a charity			John Kimberley		01/09 – Initial analysis undertaken by club treasurer, info to be circulated for further discussion.
Develop links to and from HAFC and community web sites			John Kimberley		01/09 - On-going, Linked to completion of list of community committees and organisations

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<b>HETHERSETT ATHLETIC F.C. –SCHOOLS &amp; COMMUNITY LINKS LONG TERM DEVELOPMENT PLAN (2009 – 2013)</b>			
<b>Aims / What needs to be done</b>	<b>How</b>	<b>When</b>	<b>Comments</b>
TBA			

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### 5. MARKETING & PR

Promoting and marketing Hethersett Athletic to ensure it's good name within the local community and the wider football world.

<b>HETHERSETT ATHLETIC F.C. – MARKETING &amp; PR</b>					
<b>SHORT TERM ACTION PLAN (2008/2009 Season)</b>					
<b>Action</b>	<b>Action Plan Detail</b>	<b>Resources/Costs</b>	<b>Responsibility</b>	<b>Time Scale</b>	<b>Status</b>
Promote and Market the good name of Hethersett Athletic within the village of Hethersett and the wider community	1 Ongoing publicity in local Media on a weekly basis	1. £0	1 Marketing and Promotions Officer	1 Ongoing throughout year	1 Ongoing
	2 Ongoing updating of club official web site with results, fixtures and full information on the club	2. approx £70 for renewal of web space and domain name	2 Marketing and Promotions Officer	2 Ongoing throughout year	2 Ongoing

<b>HETHERSETT ATHLETIC F.C. – MARKETING &amp; PR</b>			
<b>LONG TERM DEVELOPMENT PLAN (2009 – 2013)</b>			
<b>Aims / What needs to be done</b>	<b>How</b>	<b>When</b>	<b>Comments</b>
1 Develop marketing and promotional material for use by club members	1 Designing and printing of merchandise including leaflets and posters	2010	Dependent on a promotions/marketing budget being made available



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<b>HETHERSETT ATHLETIC F.C. – MARKETING &amp; PR</b> <b>LONG TERM DEVELOPMENT PLAN (2009 – 2013)</b>			
Aims / What needs to be done	How	When	Comments
2 Publication of good quality monthly news bulletin	2 Professionally produced newsletter	2010	Dependent on promotions/marketing budget
3 Introduction of more specialised promotional material such as caps, scarves, pens etc	3 Design of material and liaison with a company to provide (possibly through sponsorship)	2011	Subject to sponsorship and/or promotion/marketing budget.
4 Publicity/promotion at a county and national level	4 Closer liaison with Norfolk FA and national FA	2011	

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### 6. FACILITIES

Aims to provide the best playing amenities and facilities by working in partnership with other organisations to improve sporting facilities available to the local community

<b>HETHERSETT ATHLETIC F.C. – FACILITIES</b>					
<b>SHORT TERM ACTION PLAN (2008/2009 Season)</b>					
Action	Action Plan Detail	Resources/Costs	Responsibility	Time Scale	Status
Implement programme of regular pitch maintenance to improve the drainage and general standard of club pitches on the Memorial Playing Field	1. Obtain expert advice from experienced football grounds man	1. Use contacts, no costs	1. Simon Crowe	June 2008	1. Done
	2. Organise & Initiate recommended post season 07/08 MPF pitch repairs	2. Grass seed £0? Labour	2. Simon Crowe	June/July 2008	2. Done
	3. Organise and initiate recommended Pre-season 08/09 MPF pitch preparation	3. Fertiliser £0?, Weed Killer £0?, Grass cutting £0? Labour0?	3. Simon Crowe	August 2008	3. Done
	4. Organise and initiate recommended in-season pitch maintenance	4. Costs borne by MPFC and HAFC where necessary	4. Simon Crowe	4. Sep 08 to Mar 09	4. In progress

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<b>HETHERSETT ATHLETIC F.C. – FACILITIES</b>					
<b>SHORT TERM ACTION PLAN (2008/2009 Season)</b>					
<b>Action</b>	<b>Action Plan Detail</b>	<b>Resources/Costs</b>	<b>Responsibility</b>	<b>Time Scale</b>	<b>Status</b>
Paint goals at Old Hall School (Aug/Sep 2008)	Paint OHS goals and erect on-site	Paint £? Labour £0	Paul Wiltshire Chris Denney Nick Tarrant Mick House	Before 7 <sup>th</sup> September 2008	01/09 - Not done
Build storage compound at MPF pavilion	Design / Plan, Source materials, Enlist volunteers, Build		Simon Crowe Richard Gamble		01/09 -Awaiting details of MPFC plans for pavilion
Fill in ditch on MPF (April 2009)	Source materials, enlist volunteers, do it	Soil £?, Grass seed £?	Simon Crowe Richard Gamble	Planned for April/early May 2009	01/09 - Monitor fixtures, pitch will need to be out of action April onwards
Maintain and improve pavilion	Work with the MPF committee and Parish council to help them design and implement changes		Simon Crowe		01/09 – Awaiting invitation from new MPFC to discuss club’s needs

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<b>HETHERSETT ATHLETIC F.C. – FACILITIES</b> <b>LONG TERM DEVELOPMENT PLAN (2009 – 2013)</b>			
Aims / What needs to be done	How	When	Comments
Have ability to cut grass on MPF pitches when required	Purchase mower		
<p>The club now has 19 teams Mini, Youth boys and girls, adult men and women, with more planned for next season. The club is utilising all available facilities in the local community and beyond to put on matches and coaching sessions but we are nearing the limit of what we can support without additional facilities.</p> <p>A major project is required to develop community facilities (e.g. all weather pitch, new ground and clubhouse, a combination of improvements to existing facilities and the building of new facilities open to all to provide a community based centre of excellence)</p> <p>NOTE: The "How column" provides an indication of the sort of tasks involved in moving this type of project forward. A list of the actual tasks required needs to be developed in consultation with advice from various external bodies e.g. Norfolk F.A., other clubs, funding bodies etc.</p>	<p><b>Initiate a project</b></p> <p>Create a project committee with one of its members designated as the project client liaison officer</p> <p><b>Work out what the club really wants to achieve and what it needs to achieve this</b></p> <p>Confirm the current situation of the club, why the club requires major improvements in its provision of facilities, what these improvements might be and how they address current problems how improvements will address the long term aims of the club (5-10 years)</p> <p>Research how what the club wants to do addresses the needs of the wider community (important for funding from sports bodies):</p> <ul style="list-style-type: none"> <li>• Find out the national and local trends in sport</li> <li>• Establish Norfolk FA's priorities and how we can benefit from them</li> </ul>		<p>01/09 - The Club Development working group has agreed to spend some time and effort to look at what needs to be done to move this forward. A pre-requisite for any significant development is that the Club will need to raise its share of any potential development costs so commitment and effort will be required from the wider club to support an expansion of central Fund Raising activities for Club Development funds This will need to</p>

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<b>HETHERSETT ATHLETIC F.C. – FACILITIES</b> <b>LONG TERM DEVELOPMENT PLAN (2009 – 2013)</b>			
Aims / What needs to be done	How	When	Comments
Norfolk F.A., other clubs, funding bodies etc.	<ul style="list-style-type: none"> <li>• Talk to other sports organisations nearby, possible opportunities to partner</li> <li>• Establish what the local authority sport and recreation strategy says</li> <li>• Explore local development Plans to identify future opportunities for land</li> <li>• Investigate opportunities for working in partnership with local schools, community groups and businesses</li> <li>• Assess acceptance criteria from funding bodies to ascertain if the proposed project meets these</li> <li>• Etc.</li> </ul> <p>Prepare a plan of what needs to be done and initial estimates of all the likely costs</p> <p>Prepare outline proposal for agreement by the Football Club’s members and other interested parties describing what facilities are being proposed to address what the club and community needs and what support will be provided to “make it happen”</p> <p>Gain agreement from club’s members and other interested parties to proceed</p>		progress whilst maintaining the current levels of effort on what we already do in running teams and established events for a potentially lengthy period of time.

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<b>HETHERSETT ATHLETIC F.C. – FACILITIES</b> <b>LONG TERM DEVELOPMENT PLAN (2009 – 2013)</b>			
Aims / What needs to be done	How	When	Comments
	<p><b>Confirm Location for proposed facilities</b></p> <p>Confirm a location for the proposed facility and get permission in principle for project as early as possible from land owner</p> <p>Find out what planning policies apply to the chosen site</p> <p>Seek input from Solicitor about arrangements to be put in place to allow the land to be used for the proposed facilities including purchase if required</p> <p><b>Prepare a Business Plan</b></p> <p>Draw up a business plan for running the facility that demonstrates the proposed facility is a going concern.</p> <p><b>Determine actual requirements for new facility</b></p> <p>Draw up a requirements list of what the club we want in the new facility and convert it into a project brief</p> <p>Assess project Brief to ensure that the brief reflects appropriate governing body specifications and funding bodies standards</p> <p>Start to think about how we will meet the club's</p>		

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<b>HETHERSETT ATHLETIC F.C. – FACILITIES</b> <b>LONG TERM DEVELOPMENT PLAN (2009 – 2013)</b>			
Aims / What needs to be done	How	When	Comments
	<p>share of the project costs</p> <p>Keep members informed</p> <p>Estimate fees required for professional advisors to support the planning permission process and identify how this will be paid for</p> <p><b>Obtain Outline Planning permission</b></p> <p>May need to appoint an advisor to oversee</p> <p>Apply for outline planning permission</p> <p>Initiate consultation with "neighbours" and advertise if required</p> <p>Get approval of reserved matters / conditions</p> <p><b>Design</b></p> <p>Identify and appoint design / build professional advisors (by tender?)</p> <p>Commission established, qualified professional firms for design (and possibly other work) and brief them</p> <p>Work up the design, work closely with professional advisers and argue out the best possible solution to our needs.</p> <p>Estimate capital costs as accurately as possible</p>		

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<b>HETHERSETT ATHLETIC F.C. – FACILITIES</b> <b>LONG TERM DEVELOPMENT PLAN (2009 – 2013)</b>			
Aims / What needs to be done	How	When	Comments
	<p><b>Obtain final approval to proceed</b></p> <p>Approve the design (e.g Special AGM for Members approval)</p> <p>Obtain full planning permission</p> <p>Confirm Funding for the capital costs is available. It will cost the club money even if the project is cancelled before work starts on site. Need to be sure the club knows it will be getting an award from a funding body and/or can meet it's share of capital costs, before signing a contract</p> <p>Create Tenders for build</p> <p>Pick the most appropriate build tender for getting project built</p> <p>Obtain Building regulations approval</p> <p><b>Build</b></p> <p>Instruct contractor through lead professional adviser</p> <p>Pay the contractor as the work proceeds.</p> <p>Make sure all the necessary insurances in place both during and after the construction contract</p> <p>Review business plan and initiate activity to recruit staff if required</p>		



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<b>HETHERSETT ATHLETIC F.C. – FACILITIES</b> <b>LONG TERM DEVELOPMENT PLAN (2009 – 2013)</b>			
Aims / What needs to be done	How	When	Comments
	Plan opening ceremony <b>Completion</b> No alterations to facilities in any way during the defects liability period On completion, get detailed drawings of all services installations and full details of finishes and keep them safe. Put procedures in place to comply with any award conditions and provide monitoring or other information required by funding bodies Start running new facility as agreed in the Business Plan		
Floodlights on MPF to allow for affordable training on MPF through out winter			Pitches need to be protected during dark months when weather makes unplayable so use of this may be restricted. Likely to be objections from MPF neighbours.

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### 7. EQUIPMENT

Aims to ensure that appropriate equipment is available to support competition and coaching programmes

<b>HETHERSETT ATHLETIC F.C. – EQUIPMENT</b>					
<b>SHORT TERM ACTION PLAN (2008/2009 Season)</b>					
<b>Action</b>	<b>Action Plan Detail</b>	<b>Resources/Costs</b>	<b>Responsibility</b>	<b>Time Scale</b>	<b>Status</b>
Conduct audit to create inventory of equipment owned by club	E-mail list of equipment held to ?, record details on spreadsheet, circulate for corrections				Not started
Purchase dry wipe whiteboard and install in home dressing room on MPF			SR, SC	September 08	10/08 - Done
Purchase 6 goal bags			SR	ASAP	01/09 - Done

<b>HETHERSETT ATHLETIC F.C. – EQUIPMENT</b>			
<b>LONG TERM DEVELOPMENT PLAN (2009 – 2013)</b>			
<b>Aims / What needs to be done</b>	<b>How</b>	<b>When</b>	<b>Comments</b>
All teams to be supplied with the same type of official club playing kit (shirts, shorts, socks)			01/09 – Added for discussion at the next

HETHERSETT ATHLETIC F.C. DEVELOPMENT PLAN  
2008 - 2013

<b>HETHERSETT ATHLETIC F.C. – EQUIPMENT LONG TERM DEVELOPMENT PLAN (2009 – 2013)</b>			
<b>Aims / What needs to be done</b>	<b>How</b>	<b>When</b>	<b>Comments</b>
official club playing kit (shirts, shorts, socks)			committee meeting

# HETHERSETT ATHLETIC F.C. DEVELOPMENT PLAN

## 2008 - 2013

### 8 Finance

Aim is to increase the financial sustainability of the club by implementing best practice Financial Management processes and diversifying the sources of finance available to it via grant funding, sponsorship and increased fundraising activity.

<b>HETHERSETT ATHLETIC F.C. – FINANCE</b>					
<b>SHORT TERM ACTION PLAN (2008/2009 Season)</b>					
<b>Action</b>	<b>Action Plan Detail</b>	<b>Resources/Costs</b>	<b>Responsibility</b>	<b>Time Scale</b>	<b>Status</b>
Create Sponsorship policy and define exactly what we do			Sponsorship Officer Development Officer	TBA	01/09 – In progress
Improve contacts & communication with existing sponsors			Sponsorship Officer	TBA	01/09 – See “e-mail d/b extension” in section 1
Organise Youth Presentation and Fun day 2009		Set up costs covered by profits made from the event.	Events Committee	Jan 09 to May 09	01/09 - About to start. Need to get a few more people on-board with helping to organise this year's event with a view to them taking on the organisation of next year's (2010). CB and SW volunteered.
Organise events to address Adult Team contributions shortfall for 05/06 and 06/07	Darts Evening (Nov 2008)		Events committee		01/09 - No further plans at present. Need input on the type of event that will attract

## HETHERSETT ATHLETIC F.C. DEVELOPMENT PLAN 2008 - 2013

<b>HETHERSETT ATHLETIC F.C. – FINANCE</b>					
<b>SHORT TERM ACTION PLAN (2008/2009 Season)</b>					
Action	Action Plan Detail	Resources/Costs	Responsibility	Time Scale	Status
seasons					attendance from across the club. Also need commitment from everybody who has a role in the club to promote events to get attendances at club fund raising events up.
Organise events to raise funds for club developments	Christmas Quiz & raffle Mystery special show Fireworks Further events TBA		Events Committee	Dec 8 - Complete May 09 ? Nov 09	01/09 - One or two large/spectacular events under discussion (e.g. Fireworks). As above we need commitment to promote and man events.

<b>HETHERSETT ATHLETIC F.C. – FINANCE</b>			
<b>LONG TERM DEVELOPMENT PLAN (2009 – 2013)</b>			
Aims / What needs to be done	How	When	Comments
Improve knowledge of external sources of funding (including official Funding bodies)	Establish contact with Norfolk F.A., Parish Council, MPF Committee, South Norfolk District Council, Norfolk CC, county sporting bodies, local	On-going	Important that all sources of funding are explored

# HETHERSETT ATHLETIC F.C. DEVELOPMENT PLAN

## 2008 - 2013

<b>HETHERSETT ATHLETIC F.C. – FINANCE</b> <b>LONG TERM DEVELOPMENT PLAN (2009 – 2013)</b>			
Aims / What needs to be done	How	When	Comments
<p>Establish links with sources of funds and determine how they can support the club's Development aims</p> <p>Prepare a case for how funds from a particular source can help develop the club. Assess the feasibility of moving forward and if feasible initiate a "project" to deliver the development.</p>	<p>businesses, Large Norfolk based businesses which have "Fund matching" schemes for employees</p> <p>Any other experience within the club?</p>		<p>explored</p>