

## **STOCKTON TOWN FOOTBALL CLUB FOOTBALL DEVELOPMENT PLAN**

### **SECTION A - CURRENT AIMS**

1. Increase the opportunities of playing Mini Soccer within the club.
2. Recruitment, development and retention of players.
3. Develop and maintain School – Club links.
4. Development of girl's football within the football club.
5. Recruit and develop staff and volunteers for the football club.
6. Coach recruitment and development.
7. Support and encourage youngsters with Disabilities to take part in football.
8. Promotion of the Football Club through the local media.
9. Introduce senior football to the Club.
10. Fund raising and sponsorship for continuing Club and Facility Development.
11. Development of Stockton Town Community Football Project in conjunction with S.B.C., O.L.S.B. and S.S.F.C.
12. Stockton Town Football Club appoint Football Development Officer

### **SECTION B – AIMS ACHIEVED**

1. Achieving F.A. Community Club status.

# SECTION A

## STOCKTON TOWN FOOTBALL CLUB FOOTBALL DEVELOPMENT PLAN

### STOCKTON TOWN F.C. FOOTBALL DEVELOPMENT PLAN

**AIM:** Increase the opportunities of playing Mini Soccer within the club.

**OUTCOME:** All children coming to Stockton Town Football Club have the opportunity to participate in organised Football Coaching Sessions with organised Mini Soccer sessions.

OBJECTIVE	METHOD	RESPONSIBILITY	TIME SCALE	FINANCIAL RESOURCES	STATUS
Establish a annual Mini Soccer Tournament.	Build on last year's event and look for continuous improvement.	Craig Higgins / All Mini Soccer Managers	On Going	See last years Mini Soccer Tournament Cost Sheet. Any profit to be directed back into the continuing development of the Mini Soccer Section.	COMPLETE
Appoint a Mini Soccer Coordinator for Stockton Town Football Club	Identify suitable coach prepared to take on this role.	Craig Higgins / Executive Committee	Summer 2008	Coach / Volunteer Development costs.	
Develop a Mini Soccer School for the Club with the emphasis on all abilities taking part.	Mini Soccer School on Saturday mornings at OLSB, with progression into Mini Soccer teams from this school.	Exec Committee	Summer 2009	Balls – 50 x £7 = £350 Bibs – 50 x £5 = £250 Cones – £20 Goals – Another set of Mini Soccer Goals = £250 These costs were saved via FA donated equipment.	
Develop Mini Soccer teams to achieve at least 2 teams in each age group.	Recruitment of players via Mini Soccer School	Mini Soccer Coordinator	Summer 2009	Kit – Possible strip already within club. Pitch – Increase in costs to school of approx. £200 per year, this would be covered by players match fees.	
Attract children at the younger age groups through the Mini Soccer School	Communicate with local schools and promote the club in the local media.	Mini Soccer Coordinator / Schools Liaison Officer	On Going		GOOD PROGRESS

## STOCKTON TOWN F.C. FOOTBALL DEVELOPMENT PLAN

**AIM:** Coach recruitment and development.

**OUTCOME:** Stockton Town Football Club has a suitably qualified coach with every team, this being at least Level 2 with every 11 a side team and Level 1 but ideally Level 2 at each Mini Soccer team. These coaches are then retained within the club once they reach the age limit with any particular team. The Football Club should encourage and support any coach in their personnel development to ensure all ambitions are met.

OBJECTIVE	METHOD	RESPONSIBILITY	TIME SCALE	FINANCIAL RESOURCES	STATUS
Identify suitable candidates for Coaching / Managing Roles within the Club	Set up a robust selection process to improve the quality of coaches recruited, following FA guidelines.	Executive Committee	On Going	Mentoring	
Set minimum qualification requirements for all coaches.	Executive Committee have stated that for : Mini Soccer – Level 1 11 a Side – Level 2	Head Coach / Executive Committee	Summer 2004	Football Coaching Course Costs available from Head Coach.	COMPLETE
Develop a In Service Training Plan for the Football Club	Head Coach liaising with Durham FA on latest courses	Head Coach	On Going	Costs identified each year.	
Support Coach Development	Actively encourage attendance at Durham FA Coaches Association In Service Training Days.	Head Coach	On Going	Club to pay all coaches FACA and Durham Coaches Association annual fees.	ON GOING
Basic Treatment of Injury Course for all coaches within the club.	Contact local F.A. on availability and costs.	Head Coach	Summer 2009	Possible STFC course	On Going

**STOCKTON TOWN F.C. FOOTBALL DEVELOPMENT PLAN**

**AIM:** Recruit, development and retention of players.

**OUTCOME:** Stockton Town Football Club has a strong community identity through the retention and development of players and an ongoing commitment to the development of individuals.

<b>OBJECTIVE</b>	<b>METHOD</b>	<b>RESPONSIBILITY</b>	<b>TIME SCALE</b>	<b>FINANCIAL RESOURCES</b>	<b>STATUS</b>
Identify recruitment needs in line with Club structure and support.	Review number of teams and age range of these teams.	Executive Committee	Annually	None Identified to date.	
Appoint a Schools Liaison Officer to establish links with local schools.	Executive Committee to appoint appropriate person.	Executive Committee	Summer 2009		
Ensure all children that come to a Stockton Town Football Club training sessions are only in contact with suitably qualified and vetted people.	Coaches are qualified. Personnel disclosure forms of coaches / volunteers are completed and checked.	Executive Committee	Summer 2003	None	On Going
Ensure that players and parents are happy with their development.	Annual review form to be completed by parents and players, to ensure that their needs are being met.	Executive Committee	Summer 2009	None.	

**STOCKTON TOWN F.C. FOOTBALL DEVELOPMENT PLAN**

**AIM:** Develop School – Club Links to raise focus of Club within the community and help the schools to develop football within the school.

**OUTCOME:** The football club through its work with the local schools is an attraction for volunteers, players and coaches to get involved and become part of the club.

<b>OBJECTIVE</b>	<b>METHOD</b>	<b>RESPONSIBILITY</b>	<b>TIME SCALE</b>	<b>FINANCIAL RESOURCES</b>	<b>STATUS</b>
Develop School – Club links for the benefit of both the school and the club.	Use School Liaison Officer to establish contacts in local schools	Craig Higgins	On Going	STFC Coaches availability.	Flyer distribution at Hartburn Primary went very well with upto 10 new players at U8's training.
Further develop links with Tees Valley Sports and Kick Start Scheme	Speak to Paul Kreyzak. Offer STFC coaches.	Martin Hillerby	On Going	Tees Valley Stockton Borough Council Funded	On Going
Appointment of FDO to take the lead role in this area.	Appointment of FDO	Martin Hillerby	Summer 2008	Grant Funded	On Going
Develop links with Durham FA in this area.	Contact Sheila Jevons	Craig Higgins	Q2 2005		

## STOCKTON TOWN F.C. FOOTBALL DEVELOPMENT PLAN

**AIM:** Development of girls football within the football club.

**OUTCOME:** The football club has girl's teams playing in competitive leagues.

OBJECTIVE	METHOD	RESPONSIBILITY	TIME SCALE	FINANCIAL RESOURCES	STATUS
STFC to actively seek a suitable coach / manager for girls football.	Contact local Primary and Secondary schools in the Stockton area to see if there is a woman teacher with an interest to take this on.	Head Coach / School Liaison Officer.	Summer 2009	Coaching Qualifications;  Level 1 - £130 Level 2 - £150 Basic Equipment; Balls, Bibs, Cones and Strip - £250	
Continue with Tees Valley Sport to develop their Kick Start Scheme for girls football.	Liase with Paul Kreyzek	Martin Hillerby	Summer 2009	None, TVS / SBC funded	Course completed June 2005. Potential for further courses
Contact local schools and through Headmasters and PE Depts advertise girls football coaching.	Letters and advertising flyers explaining what's available.	School Liaison Officer / Club Secretary	On Going	None	On Going
Further expand playing opportunities for girls by the development of additional girls teams.	Coach appointed and Girls Mini Soccer Tournament to stimulate interest.	Executive Committee	Summer 2010	League Entry Fees - £100	

**STOCKTON TOWN F.C. FOOTBALL DEVELOPMENT PLAN**

**AIM:** Recruit and develop staff and volunteers for the Football Club.

**OUTCOME:** Resource is adequate throughout the structure of the club to ensure that both the Football Club, Volunteers and Coaches are used effectively.

<b>OBJECTIVE</b>	<b>METHOD</b>	<b>RESPONSIBILITY</b>	<b>TIME SCALE</b>	<b>FINANCIAL RESOURCES</b>	<b>STATUS</b>
Identify roles required within the Football Club and appoint suitable people.	Executive Committee to review Club structure and decide upon roles required. The Executive Committee have actively approached known people within the community, this will continue.	Executive Committee	Annual Review	None	On Going
Identify suitable courses to develop volunteers into required roles.	Contact Local FA regarding courses; Child Protection. Emergency Aid. Football Administration.	Head Coach / Club Secretary / Executive Committee.	On Going	Courses to be costed.	On Going
Identify and recruit suitable people into the volunteer's roles.	Look at the following groups to recruit; Parents. Ex Players. Local Police. Local School Teachers. Local Media.	Executive Committee / Managers Committee	Annual Review	None	On Going

## STOCKTON TOWN F.C. FOOTBALL DEVELOPMENT PLAN

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OBJECTIVE	METHOD	RESPONSIBILITY	TIME SCALE	FINANCIAL RESOURCES	STATUS
Identify volunteer to act as Club Reporter to set up STFC section in Saturdays Evening Gazette. (Both Norton & Stockton Ancients & North Ormsby have sections)	Compile all teams reports, summarise and submit to Gazette.	Executive Committee	Summer 2008	None	
Volunteer Development	Durham FA Charter Standard Support Programme / DurhamFA Coaches Association	Head Coach / Martin Hillerby	On Going	Free Workshops	

**STOCKTON TOWN F.C. FOOTBALL DEVELOPMENT PLAN**

**AIM:** Support and Encourage youngsters with Disabilities to take part in football.

**OUTCOME:** Stockton Town Football Club coaches deliver organized coaching sessions for youngsters with Disability in a safe and organised structure with the help of their specialist carers.

<b>OBJECTIVE</b>	<b>METHOD</b>	<b>RESPONSIBILITY</b>	<b>TIME SCALE</b>	<b>FINANCIAL RESOURCES</b>	<b>STATUS</b>
Contact Tees Valley Sport and Stockton Sports Ability Club to offer STFC coaches for any initiatives.	Paul Kreyzek and Stockton Council.	School Liaison / Head Coach	On Going	None	
Contact local F.A. and get all available information on Soccability Equipment and Sessions.	Phone Arthur Philliskirk at Durham FA and seek guidance.	Head Coach / Martin Hillerby	On Going	To be investigated as part of this action.  <b>TWO STFC COACHES HAVE ATTENDED A SOCCABILITY COACHING COURSE</b>	
Encourage local disabled youngsters to take an interest in the club via local media reports.	Information to school on club successes.	Club Secretary / School Liaison Officer.	On Going	None.	

## STOCKTON TOWN F.C. FOOTBALL DEVELOPMENT PLAN

**AIM:** Promotion of the Football Club through the local media.

**OUTCOME:** Stockton Town Football Club has a strong identity in the local community and the town.

OBJECTIVE	METHOD	RESPONSIBILITY	TIME SCALE	FINANCIAL RESOURCES	STATUS
Encourage all teams to submit match reports to the Evening Gazette	Contact details to be included in Managers Procedural Guide CD.	Executive Committee	On going.	None	On Going
Once Development Project is complete use local media to promote the success	Contact Editors	Club Secretary	.	None	
Encourage any special team events to be reported to local media for coverage.	Contact Sports Editors	Team Managers	On going.	None  ONGOING, SOME COVERAGE VIA U11'S AND U15'S DURING SUMMER 2004	
Use local newspapers and free press to advertise for qualified coaches, players and volunteers	Contact Editors	Head Coach / Club Secretary	On going	Advertising Costs.	
Contact Evening Gazettes Sports Editor to see if STFC could have a Club Section in Saturdays Edition.	Contact Sports Editor	Club Secretary	Season 2008/9	None	
Contact local papers to provide coverage on Annual Mini Soccer Tournament	Contact Sports Editors	Club Secretary	Annually prior to Tournament	None	

## STOCKTON TOWN F.C. FOOTBALL DEVELOPMENT PLAN

**AIM:** Introduce Senior Football to provide an exit route into senior football for junior players and to consolidate the Football Club as part of the community.

**OUTCOME:** Senior Team is established and has strong identity in the local community.

OBJECTIVE	METHOD	RESPONSIBILITY	TIME SCALE	FINANCIAL RESOURCES	STATUS
Contact leagues to identify entry requirements and a suitable timescale.	Letters to League Secretary's	Martin Hillerby	Summer 2008	None.	
Review League Secretary's responses and compile report on point of entry, timescale and costings for a Senior Team.	Report detailing;  Ground requirements. Costs / Budget reqd. Recommendations	Martin Hillerby	Winter 2008/9	To be identified as past of this action.	
Set up Over 35's team in local league to further STFC and provide continuity for playing football within the club.		Craig Higgins	Q1 2004	League Entry Fee = £150 Senior Strip= Spare within club.	COMPLETE
Investigate Durham FA's U18's and U21's leagues for possible team entry	Contact Durham FA	Martin Hillerby	Summer 2009	To be identified as past of this action.	

**STOCKTON TOWN F.C. FOOTBALL DEVELOPMENT PLAN**

**AIM:** Fund raising and sponsorship for continuing Club and Facility Development.

**OUTCOME:** Club is in a strong financial state to supports its teams and any future Facility Development whether on it's own land or in partnership with other local organizations.

<b>OBJECTIVE</b>	<b>METHOD</b>	<b>RESPONSIBILITY</b>	<b>TIME SCALE</b>	<b>FINANCIAL RESOURCES</b>	<b>STATUS</b>
Annual Sportsman's Dinner to be established as a Annual Event	Organisation to follow laid down criteria.	Craig Higgins / Gary Sudron.	Annual	See Sportsman's Dinner Annual Account for details.	Sportsmans Dinner continues to go from strength to strength, now in Year 8
Continue to promote team sponsorship packages with local business's	Sponsorship package policy to be followed for all.	Executive Committee	Annual	See Sponsorship package costings.	
Organise quarterly social functions to raise funds and bring teams and parents together.	Each age group to organize on a rota basis.	Executive Committee	Annual	Breakdown of costs and income required by organising team for each event.	
Continue discussions with Local Council, OLSB School, Stockton 6 <sup>th</sup> Form College for the development of OLSB School Fields for Development into Soccer Academy Facilities	Executive to ensure they play an active role in this development and offer all assistance to ensure success.	Martin Hillerby / Craig Higgins /Executive Committee	On Going	No details available at present as to what STFC's contribution may be. Full development costs in the region of 800K to 1.2M.	COMPLETE, SEE SEPARATE AIM.

## STOCKTON TOWN F.C. FOOTBALL DEVELOPMENT PLAN

**AIM:** Development of Stockton Town Community Football Project in conjunction with Stockton Borough Council, Stockton 6th Form College and Our Lady & St. Bedes School.

**OUTCOME:** Community Football Project is completed and used by the larger community of Stockton, providing first class changing facilities, training and playing areas all within a secure environment. STFC has an identity within the community and can continue to thrive from a secure base that will support it's football, coach education and social needs.

OBJECTIVE	METHOD	RESPONSIBILITY	TIME SCALE	FINANCIAL RESOURCES	STATUS
Develop Project Plan to submit a Grant Application to the Football Foundation	Identify Grant Application needs and resource correctly.	M Hillerby	On Going	Possible Ground Survey costs and Architects costs to get to tender stage. Discuss with Project Partners.	COMPLETE
Defined Scope agreed with Project Partners.	Drawings and costings to be reviewed and agreed by all project partners	M Hillerby	Aug-06	None	COMPLETE
Share information and seek guidance from FA at all stages of development	Speak to Phil Woodward / Mark Pover	M Hillerby	On Going	None	COMPLETE
Submit Grant Application to the Football Foundation	Meet all Application criteria and submit.	M Hillerby	Sep-06	See Football Foundation Grant Application	COMPLETE
Discuss with Local Development Manager appointment of a Football Development Officer	Speak to Phil Woodward	M Hillerby	Aug.06	None	COMPLETE

## STOCKTON TOWN F.C. FOOTBALL DEVELOPMENT PLAN

**AIM:** Stockton Town Football Club appoint Football Development Officer

**OUTCOME:** Stockton Town Football Club's Football Development Officer is appointed and delivering quality coaching at all levels of the local community, building school - club links and he club has a thriving Mini Soccer centre.

OBJECTIVE	METHOD	RESPONSIBILITY	TIME SCALE	FINANCIAL RESOURCES	STATUS
Secure match funding from Football Foundation for the appointment of a FDO	Speak to County FA / Apply to Football Foundation	M Hillerby	On Going	Details in Grant Application	COMPLETE
Recruit against Job Description / Person Specification	Phil Woodward / STFC Committee	Phil Woodward / STFC Committee		Details in Grant Application	
Co-ordinate Mini Soccer Coaching and Football Development programme	Supervise Saturdays Mini Soccer School	FDO / STFC Committee		Equipment already with football club.	
Form partnerships with other local agencies to ensure that the community is provided with opportunities to play football	Disability Coaching / 3 Lions Scheme for Girls Football/ Stockton Borough Council/ Tees Valley Sport	FDO / STFC Committee		Equipment already with football club.	
Deliver football coaching in partnership with local schools building school-club links	After school coaching sessions, school holiday coaching weeks	FDO / STFC Committee		Equipment already with football club.	

## SECTION B

# STOCKTON TOWN FOOTBALL CLUB FOOTBALL DEVELOPMENT PLAN

### STOCKTON TOWN F.C. FOOTBALL DEVELOPMENT PLAN

**AIM:** Achieving FA Community Club Status

**OUTCOME:** Award of Charter Standard Community Club Status

OBJECTIVE	METHOD	RESPONSIBILITY	TIME SCALE	FINANCIAL RESOURCES	STATUS
Obtain Application Form from local County FA	Make phone contact and request	Alan Brown / Gary Sudron	Q3 / 2003	Not Applicable	
Review requirements of FA for Community Club Status and ensure all actions are covered in STFC's Football Development Plan	Receive Application Form and review	Gary Sudron / M Hillerby	Oct-03	Not Applicable	
Obtain copies of all documentation requiring submission with application	See Secretary and request copies	Gary Sudron / G Liphorpe	Oct-03	Not Applicable	
Submit to County FA Community Club Application	Ensure all aspects of application are met	Gary Sudron / M Hillerby	Q4 / 2003	Not Applicable	

STOCKTON TOWN  
FOOTBALL CLUB WAS  
AWARDED THE FA  
CHARTER STANDARD  
COMMUNITY CLUB  
AWARD ON 20TH  
FEBRUARY 2004

