



ASHTON88FC DEVELOPMENT PLAN

(2 ** ACCREDITED - A PART OF ENGLAND FOOTBALL)

Identity

Governance

Football Development

Workforce and Volunteers

Facilities

Community

Marketing & Communications

IDENTITY

Ashton 88 Football Club reformed in June 2015 and incorporates its name from the original formation of the club in 1988. Based in Ashton-under-Hill in Worcestershire the club now boasts a healthy Senior Section and an ever-growing Junior Section.

The Seniors have a First Team (that competes in Division 2 of The Birdseye Sports Evesham Sunday League) and a Reserves (in Division 3).

The Senior teams train (Thursday evening) and play home matches at Evesham United's.

The Junior Sections formed in April 2016 with approximately 12 children of various ages. Over the last 5/6 years this has developed to a current membership of over 110 children ranging from under 9's to under 15's, as well as an all-girls team (under 11's). We currently have 8 teams represented in the ambassador Evesham Saturday League and the girl's team in the Mercian League. Our juniors home match days during the season (Saturday's) and summer training (Thursday evening) are held at Ashton-under-Hill, Beckford and Alderton Playing Fields. In the winter training (Thursday evenings) moves to The De Montfort School in

Evesham under floodlights. The Junior sections main sponsors are Park and Landscapes supported by the Star Inn in Ashton.

The club was awarded FA Chartered Standard Status in March 2017 recognising that we are well run and sustainable and that child protection and safety are paramount. The status also recognises the club's commitment to player and coach development, and the steps being taken to raise standards of behaviour in the game including respect for referees, opposition teams, parents, coaches, and all involved in volunteering to provide the opportunities for the children.

We are in the process of developing a new U6/7s group and updating our policies to adhere to the new Accreditation set out by the FA. Future plans include developing a team with different abilities and becoming a more diverse club. Plus, an exciting opportunity to partner with a local Secondary School which will be having new facilities our club can share, which will improve the standards we provide for our players.

Ashton88fc have an established logo/badge as seen above. We will associate this with our advertisement to continue to gain recognition and identity. This will be reviewed annually.

Our Vision :-

Ashton88 football club aims to create and maintain a safe and positive environment for young players of all abilities to play and succeed in grassroots football.

Our Mission :-

Ashton88 football club aim to retain and expand our club to include diversity and progression, while adhering to FA guidelines.

Our Club Ethos :-

To promote enjoyable sportsmanship, while supporting the needs and abilities of individual players in a team environment and try to give equal playing time to all.

Our Values :-

Achievement

Socialisation

Holistic approach

Teamwork

On and off the pitch

Nurture

This means our club will recognise and encourage achievement at all levels. Encourage communication and acceptable behaviour. Support the whole person and the teamwork at all times while providing care and protection.

Strategic Plan

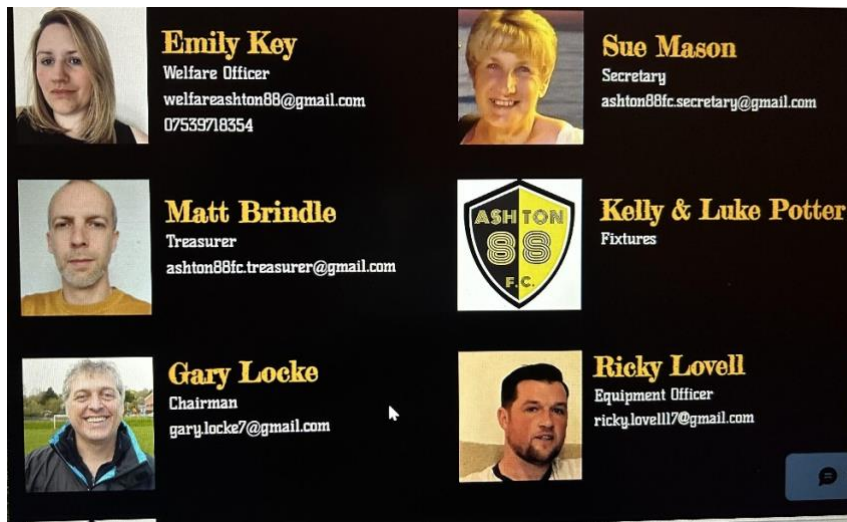
Identity Objective	How we will achieve this	Timescale	Who's responsible	Cost	Review date	
Club logo/badge recognition	The logo will continue to be associated with our club and raise awareness. This will be visible on posters , formal documentation and players kit.	ongoing	Key officials		Jan 2024	
Maintain our club vision	Continue to provide safe and enjoyable football for all by keeping up to date with legislation and FA guidance. Key officials will attend training when required.					
To adhere to our mission Statement	Support our coaches in their CPD and retain our current level of coaches. Seek suitable training grounds in order to expand					
Promote our club values	Regularly promote positive behaviour via social media, posters, active training					

	<p>sessions. All Key officials to attend mandatory training. The club to offer and promote additional training for volunteers to enhance our knowledge and skills, therefore provide the environment our players deserve through our set of values.</p>					
<p>Work towards our goals – retain and recruit. Seek further training ground- provide more diversity</p>	<p>Provide continued support and regularly advertise roles and positions. Liaise with local schools who have suitable training grounds. Seek funding for adapted equipment, training for players with different abilities and a coach with special needs skills or experience.</p>					

GOVERNANCE

Ashton88 have a committee of volunteers with different skill sets to support a healthy running of our club. The committee regularly meet to discuss the clubs progress and future goals. The committee have also implemented policies and procedures to ensure the club operates to a high standard. Our policies can be found on our website [Ashton 88 Football Club \(ashton88fc.co.uk\)](http://Ashton 88 Football Club (ashton88fc.co.uk))

Our committee members details are listed below



Chairman
Gary has overall leadership of the club ensuring the club is operating appropriately and efficiently in line with our club's vision.

Treasurer
Matt looks after the finances, setting budgets and managing expenses for the club to be responsible and sustainable in its expansion.

Secretary
Sue is responsible for all administration duties of the club and ensures we adhere to regulations and run efficiently as a club.

Welfare
Emily and Gemma are responsible for promoting a safe environment. Ensuring children's safety is paramount. This is achieved through safer recruitment, training, and regular safeguarding updates and adhering to regulations.

Social Secretary
Gemma and Emily are responsible in organising social events to bring all club or league members together to enhance relationships within the club; this can involve Christmas parties, end-of-season award ceremonies and football tours.

Fixtures Secretary
Kelly is responsible for organising pitches for home games, liaising with opposition and officials, and ensuring that the club's teams can play all their games. The league fixtures secretary organises fixtures for the teams in the league.

SWOT ANALYSIS ASHTON88

Strength – we have an established club with a consistent committee and good working relationship with the FA.

Weakness – We do not have our own club house therefore venues and facilities can be challenging.

Opportunities – We have been chosen to partner with a Secondary school.

Threats – losing young players because other clubs have better facilities.

FOOTBALL DEVELOPMENT

FOOTBALL PHILOSOPHY

OFF PITCH ON PITCH

WHO WE ARE: Grassroots football club that provides children of all abilities to participate in playing football in our local community.

THE ENVIRONMENT: Ensure we provide a safe, fun and inclusive environment. We promote a nurturing, holistic person centred approach. We value equal playing time. We promote club values through our codes of conduct for players, coaches and parents to adhere to.

HOW WE PLAY: We promote sportsmanship and team work.

FEEL: ON THE BALL: We promote creativity, keeping possession and positive play.

 OFF THE BALL: We promote communication, supportive movement to offer passing options.

 LOSING AND RETRIEVING: We promote team work and communication.
Encourage players to try there best to win the ball back.

AGES AND PHASES:

 FOUNDATION PHASE (5-11): Provide positive environment with emphasis on social corner of FA four corner model. Aim to prioritise skill development, decision making, fundamental movements and having fun with the ball at their feet.

 YOUTH DEVELOPMENT PHASE (12-16): Aim to make practice realistic and relevant, develop tactical understanding, encouraging players to self reflect and promoting creativity. Developing communication and team work.

 ADULT DEVELOPMENT PHASE (17-21):

 ADULT GAME:

 HOW WE COACH: We follow the FA four corner model of learning to encourage player development to improve: agility, speed, balance, co-ordination, develop technical skills, increase decision making capabilities, promote team work and friendship. Coaches adhere to club conduct values to act as role models ensuring a safe, fun positive environment. Coaches plan and facilitate practices (age appropriate) to replicate the demands of the game of football. They offer various communication methods such as visual, verbal, discussions and demonstrations to support children's learning styles.

COACHING FUNDAMENTALS: Coaches are qualified at minimum FA level 1, DBS checked and completing first aid and safeguarding qualifications. Coaches work in a respectful and safe manner, encouraging players through positive communication. Provide fun organised activities that are game realistic and aid the development of players to learn through play and adapt to the needs of the players.

AT TRAINING: Role model positive attitude, respect and sportsmanship for all. Facilitate practice appropriate to ages of players. Provide players experience to learn and develop

Skills, physical development and decision making. Offer praise and support for individuals to learn from mistakes to ensure football is fun.

ON MATCH DAY: Role model positive attitude, respect and sportsmanship for all. Equal playing time - everyone at least gets half of the match. Enjoy ourselves, have fun.

ASHTON88 Sponsors

Ashton 88 FC Juniors Sponsors

EXISTING CLUB SPONSORS
Park and Landscapes and The Star Inn

Park & Landscapes Ltd

UNDER 9 Team Sponsor
Cannacord Genuity

UNDER 8 Team Sponsor
Wales and West Utilities

UNDER 10 Team Sponsor
Mudwalls

UNDER 12 GIRLS Team
Pyments of Campden
GRAHAM KEELING
Perfect Audio Ltd

UNDER 11 Team Sponsor
Park and Landscapes

UNDER 12 Team Sponsor
Steatite & Cider Mill

UNDER 14 Team Sponsor
D&G Contracting

UNDER 13 Wasps Team
New Leaf Plants

UNDER 13 Hornets
MHF(UK)td Truck Sales

UNDER 16 Team Sponsor
The Star Inn

UNDER 15 Team Sponsor
BMS
BRITISH MADE SHUTTERS

PYMENTS OF CAMPDEN
GKM MACHINERY DEALERS
PERFECT AUDIO UK

FACILITIES

Ashton88 has access to 3 pitches in separate locations. Each have appropriate equipment in stores and emergency action plans. We do not currently have a club house but is something we wish to explore and seek funding for.

	WINTER TRAINING VENUES OCTOBER TO MARCH/APRIL								SUMMER TRAINING SEPTEMBER APRIL & MAY			MATCH DAYS	
	Age Under	Group Size	Day	PM Start	PM Finish	Minutes	Duration	Area					
PHHS	8	10	Tuesday	6	7	60		THIRD ASTRO	ALDERTON	TUESDAY	6 to 7	ALDERTON	5/5
	9	14	Tuesday	6	7	60		THIRD ASTRO	ALDERTON	TUESDAY	6 to 7	ALDERTON	7/7
TDMS	15	16	Wednesday	6	7	60		THIRD ASTRO	ASHTON	WEDNESDAY	6 to 7	ASHTON	11V11
	10	14	Thursday	6	7	60		TWO THIRDS ASTRO	ALDERTON	THURSDAY	6 to 7	ALDERTON	7/7
	11	12	Thursday	6	7	60		TWO THIRDS ASTRO	BECKFORD	THURSDAY	6 to 7	BECKFORD	9/9
	12	14	Thursday	6	7	60		TWO THIRDS ASTRO	ALDERTON	THURSDAY	6 to 7	BECKFORD	9/9
	12 GIRLS	13	Thursday	6	7	60		TWO THIRDS ASTRO	BECKFORD	THURSDAY	6 to 7	BECKFORD	9/9
PHHS	13 WASPS	15	Thursday	7	8	60		THIRD ASTRO + CAGE	ASHTON	THURSDAY	6.30 to 7.30	ASHTON/BECKFORD	11V11
	14	16	Thursday	7	8	60		THIRD ASTRO + CAGE	ASHTON	THURSDAY	6.30 to 7.30	ASHTON	11V11
PHHS	13 HORNETS	16	Thursday	6	6	60		TWO THIRDS ASTRO PHHS	BECKFORD	THURSDAY	6 to 7	BECKFORD/ASHTON	11V11
	16	17	Thursday	6	7	60		TWO THIRDS ASTRO PHHS	ASHTON	THURSDAY	6 to 7	ASHTON	11V11

EMERGENCY PLAN – ASHTON88FC Venue Location: Ashton Under Hill – Cricket Pavilion.
Ground: The Playing Fields, Elmley Road, Ashton-under-Hill, Evesham, Worcestershire.
Postcode: WR11 7SN Co-ordinates: 52.0409 / 52' 27" First Aiders: Lead coaches are first aid trained which is provided by the FA and updated every 3 years. Equipment: Coaches hold first aid kits. First aid can be given on the pitch or inside the building. AED DEFIBRILATOR is located on the outside wall of the hall in a yellow defib cabinet. The AED defibrillator can be used by anyone. It has an audio function that will talk you through the procedure. YOU MUST CALL 999 to request an ambulance and follow their instructions with basic life support. (The call handler will have the code for the cabinet) . First aid: Coaches may provide basic first aid as trained. For medical advice contact NHS 111. For immediate medical attention call 999.
Emergency access: All emergency vehicles will access the playing fields via Elmley Road and through the gates by the children's playground. The lane and area around the gate must be kept clear and room allowed for access of an emergency vehicle. Access down to the pitch must also be kept clear if access to the pitch is required. A person should be pre-positioned at the junction on Elmley Road to direct emergency vehicles to the playing fields. A person should also ensure access is always clear near the gate and children's play area. If the Midlands Air Ambulance is required on site, please follow the directions of any emergency crew member already on scene. Nearest A&E: Cheltenham General Hospital, Sandford Road, Cheltenham, GL53 7AN – 13 miles (29 mins) Nearest walk-in centre: Evesham Minor Injuries Unit, Evesham Community Hospital, Waterside, Evesham, WR11 1JT

EMERGENCY PLAN – ASHTON88FC Venue Location: Beckford – village hall. Main street, Beckford, GL20 7AA First Aiders: Lead coaches are first aid trained which is provided by the FA and updated every 3 years. Equipment: Coaches hold first aid kits. First aid can be given on the pitch or inside the building. AED DEFIBRILATOR is located on the outside wall of the hall / lee of entrance. In a yellow defib cabinet. The AED defibrillator can be used by anyone. It has an audio function that will talk you through the procedure. YOU MUST CALL 999 to request an ambulance and follow their instructions with basic life support. (The call handler will have the code for the cabinet). First aid: Coaches may provide basic first aid as trained. For medical advice contact NHS 111. For immediate medical attention call 999. Emergency access: All emergency vehicles will access the playing fields via the rear car park, therefore gates must be kept clear at all times. If the Midlands Air Ambulance is required on site, please follow the directions of any emergency crew member already on scene. Nearest A&E: Cheltenham General Hospital, Sandford Road, Cheltenham, GL53 7AN – 10 miles (25 mins) Nearest walk-in centre: Evesham Minor Injuries Unit, Evesham Community Hospital, Waterside, Evesham, WR11 1JT

EMERGENCY PLAN – ASHTON88FC Venue Location: Alderton – Playing fields. Beckford Road, Alderton, Tewkesbury GL20 8NL First Aiders: Lead coaches are first aid trained which is provided by the FA and updated every 3 years. Equipment: Coaches hold first aid kits. First aid can be given on the pitch or inside the building. AED DEFIBRILATOR is located in the village. Alderton's defibrillator can be found in the old phone box on Cambridge Square, Alderton, GL20 8TZ. Cambridge Square is at the junction of Blacksmiths Road, Beckford Road and School Road in Alderton. The AED defibrillator can be used by anyone. It has an audio

function that will talk you through the procedure. YOU MUST CALL 999 to request an ambulance and follow their instructions with basic life support. (The call handler will have the code for the cabinet) . First aid: Coaches may provide basic first aid as trained. For medical advice contact NHS 111. For immediate medical attention call 999. Emergency access: All emergency vehicles will access the playing fields via the front main gate. Therefore, the gates must be kept clear at all times. If the Midlands Air Ambulance is required on site, please follow the directions of any emergency crew member already on scene. Nearest A&E: Cheltenham General Hospital, Sandford Road, Cheltenham, GL53 7AN – 12 miles (25 mins) Nearest walk-in centre: Evesham Minor Injuries Unit, Evesham Community Hospital, Waterside, Evesham, WR11 1JT

EMERGENCY PLAN – ASHTON88FC Venue Location: PHHS Sports Complex Victoria Avenue, Greenhill, Evesham, Worcs, WR11 4QH First Aiders: Lead coaches are first aid trained which is provided by the FA and updated every 3 years. Equipment: Coaches hold first aid kits. First aid can be given on the pitch or inside the sports complex building. AED DEFIBRILATOR is located in the main reception of the sports centre, lee hand side as soon as you walk through the blue doors. The AED defibrillator can be used by anyone. It has an audio function that will talk you through the procedure. YOU MUST CALL 999 to request an ambulance and follow their instructions with basic life support. (The call handler will have the code for the cabinet). First aid: Coaches may provide basic first aid as trained. For medical advice contact NHS 111. For immediate medical attention call 999. Emergency access: All emergency vehicles will access the pitches via the access road which leads down to the sports centre from the rear of the school's car park. If the Midlands Air Ambulance is required on site, please follow the directions of any emergency crew member already on scene. Nearest A&E: Worcestershire Royal Hospital, Charles Hastings Way, Worcester, WR5 1DD – 14 miles (29 mins) Nearest walk-in centre: Evesham Minor Injuries Unit, Evesham Community Hospital, Waterside, Evesham, WR11 1JT

EMERGENCY PLAN – ASHTON88FC Venue Location: TDMS Sports Center TDMS, Four Pools Road, Evesham, Worcs, WR11 1DQ First Aiders: Lead coaches are first aid trained which is provided by the FA and updated every 3 years. Equipment: Coaches hold first aid kits. First aid can be given on the pitch or inside the sports complex building. AED DEFIBRILATOR is located at the sports centre. The AED defibrillator can be used by anyone. It has an audio function that will talk you through the procedure. YOU MUST CALL 999 to request an ambulance and follow their instructions with basic life support. (The call handler will have the code for the cabinet). First aid: Coaches may provide basic first aid as trained. For medical advice contact NHS 111. For immediate medical attention call 999. Emergency access: All emergency vehicles will access the pitches via the access road which leads down to the sports centre from the rear of the school's car park. If the Midland Air Ambulance is required on site, please follow the directions of any emergency crew member already on scene. Nearest A&E: Worcestershire Royal Hospital, Charles Hastings Way, Worcester, WR5 1DD – 14 miles (29 mins) Nearest walk-in centre: Evesham Minor Injuries Unit, Evesham Community Hospital, Waterside, Evesham, WR11 1JT

COMMUNITY

STRATEGIC PLANNER

Community Objective	How we will achieve this	Timescale	Who's responsible	Cost	Review date	
Access Football for all.	Offer regular training sessions, match days and tournaments.	All season and ongoing	Club officials	Annual fees (£130 per person)	Jan 2024	
Fundraising events and Award ceremony	The Committee will agree an event and volunteers will help. Players can help choose activities for the event etc.	End of season May-Aug 2023	Club officials, volunteers and parents.	£500	Jan 2024	

WORKFORCE AND VOLUNTEERS

Our committee members are detailed above.

Lead coaches – Each Team has a lead coach who is registered with the FA and up to date with mandatory training. They are responsible for the health and safety of the children in their care on and off the pitch during training and matches and any other organised activities. Coaches are encouraged to adhere to best practise.

Assistant coach – Supports the lead coach with the above.

Volunteers – Assists the club with fundraising, activities but do not work directly with children.

Training and support – all new coaches or coaching assistants are police checked and have a safeguarding course completed prior to their start date. First aid and coaching certificate are to be achieved within the first season of start date

Committee members have online safeguarding training to complete within first season. If working directly with children then police checks will be completed prior to start date.

Coaches and volunteers are encouraged to seek additional training and put forward an interest form for the committee to consider and fund.

We encourage coaches to support one another and share experiences. New coaches are supported by our experienced coaches for the first few training sessions and match days.

STRATEGIC PLANNER

Workforce And volunteers Objective	How we will achieve this	Timescale	Who's responsible	Cost	Review date	
To retain committee members	Offer support and acknowledge their commitment	Ongoing	Committee Coaches Players Parents		Jan 2024	
To recruit more committee members	Advertise the roles available and offer support and training	Ongoing	Committee		Jan 2024	
To retain coaches	Offer support, extra training and recognition	Ongoing	Committee/key officials Other coaches support Parents support		Jan 2024	
To recruit coaches	Advertise the roles available and offer support and training	Aug 2023 in time for new season	Committee		Jan 2024	
All lead coaches to be level 1 trained to improve skills and knowledge	Access courses through local FA / The boot room	1 year	Coaches Committee	£100 per person	Jan 2024	
All coaches first aid	Access via FA	1 year	Coaches Committee	£30 per person	Jan 2024	

trained to treat injuries						
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MARKETING & COMMUNICATION

STRATEGIC PLANNER

Aim: TO ACTIVELY PROMOTE OPPORTUNITIES FOR ALL

Marketing and Communications Objective	How we will achieve this	Timescale	Who's responsible	Cost	Review date	
Raise general awareness of our club and the football opportunities available in the local community	Through social media, posters, school links, FA links, word of mouth, take part in FA campaigns and maintain club website	Regularly, weekly	Club officials, parents.	£50	Jan 2024	
To recruit new volunteers and new players	Posters in community and social media. Word of mouth.	Advertise in January and following months leading up to new season and when needed.	Club officials	£50	Jan 2024	
To raise awareness of football opportunities	Actively promote through posters In the community and social media and take part in	As and when they arise, giving plenty of notice	Club officials and volunteers	£50	Jan 2024	

	FA campaigns					
To seek recognition of good football and club development	Complete FA Accreditation process	Keep up to date with relevant guidance and renew when require	Club officials	£0	Jan 2024	

SOCIAL MEDIA ENGAGEMENT

FACEBOOK – used pre season, during season and post season to keep in touch with players and their family.	<p>What we will post- Announcements, news, match results</p> <p>How often- Daily, weekly, monthly. (As and when required)</p> <p>Who we are talking to- players, parents, volunteers, club officials (closed private group, security questions must be answered to join)</p> <p>Our tone- friendly, positive and appropriate.</p>
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COMMUNICATION PLAN

<p>PRE, DURING AND POST SEASON</p> <p>Why? When? What? Who? How?</p>	<p>Facebook- Any information we need to advice all players and their family about prior to new season.</p> <p>WhatsApp – is a popular group message to advice parents and coaches about training or match day plans.</p> <p>Emails- more confidential and formal information, registrations, payments etc.</p>
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