

# ***Darndale Football Club* DEVELOPMENT PLAN & Business Plan**

## **2019 - 2021**

### **SECTION 1: CLUB MANAGEMENT**

#### **1.1: Club Governance & Administration**

Darndale FC elected committee members aim to administer the club in an effective and efficient manner which will support and encourage young people to play soccer in the Darndale community. The executive will develop a 3-5 operational year plan to improve club finances, coaching, facilities and child protection. As part of this initiative we will be encouraging parental involvement as a must.

#### **Recent Club History**

##### **March 2018**

A new Executive Committee was formed and consists of Chairperson, Darren Sherlock, Secretary Thomas Daly, Treasurer Susan French, Child Protection Darren Sherlock, Assistant Secretary David Perry.

##### **Committee Members**

At the first exec meeting it was noted that Darndale FC was had 7 young players and approx. €3,491 in a bank account.

##### **September 2018**

Community football day involving local players in a match V TV Soap Stars, Darndale Park. Widespread positive feeling in the community and publicity on social media and Northside People newspaper. Approx. €7000 raised and used to book game V Celtic Legends in summer 2019.

##### **December 2018**

Darndale FC now has nearly approx. 90 young players, 7 coaches with Child Protection training and three teams playing in and organised league football. Age 4-5 Dribblers x 19. Age 6-7 Academy x 22. Age U8's x 25 Age U11 x 12. Age 12-15 late night football x 14.

##### **January 2019**

Darndale FC have booked 10 places with FAI for parents and coaches to attend Kick Start 1.

Launch of a new project; Football for All. The aim of this is to involve children with all types of intellectual and physical disabilities from children with Autism to wheelchair users.

## 2019 Action Plan Darndale FC

Objective	How (how you intend to achieve objective)	Who (responsibility)	When (timescale)	Finance (cost - if any)	Other Information
<i>To grow as a club and encourage more young people to play soccer.</i>	Develop club operational plan. Prioritise young people and coaches in the development plan. We aim to include 'Sport for All' An initiative to include children with disabilities	<i>Chairperson Club Secretary Exec Committee</i>	<i>2018 2019 2020 2021</i>	<i>See attached sheet for breakdown.</i>	
Retain current coaches and recruit new coaches.	Local advertising, social media campaign.	<i>Chairperson Club Secretary Exec Committee</i>	2019 2020 2021	<i>See attached sheet for breakdown.</i>	
Retain current young players and recruit new players from the local community	Local advertising in schools, social media campaign, high quality club and community development days. Celtic FC Soap Stars FC community football match each year.	<i>Chairperson Club Secretary Exec Committee Club Coaches</i>	2019 2020 2021	<i>See attached sheet for breakdown.</i>	
Improve club finances through local fundraising.	Celtic FC Legend or Soap Stars FC community football match each year. Apply for club development	<i>Chairperson Club Secretary Exec Committee Club Coaches</i>	2019	<i>See attached sheet for breakdown.</i>	

	<p>grants with multiple organisations,          Payment of annual subscription from players.          Advertising boards to be placed on potential new pitch surroundings.</p>				
<p>Improve club standing and awareness with the local community.</p>	<p>Annual club open day and community football day to include high profile games against Celtic Legends or TV Soap Stars.</p>	<p><i>Chairperson          Club Secretary          Exec Committee          Club Coaches          Players &amp; Parents</i></p>		<p><i>See attached sheet for breakdown.</i></p>	

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**1.2: Club Facilities Darndale FC**

Aim: Maintain & develop our local playing pitch, dressing rooms and surround fencing.

## 2019 Darndale FC Action Plan

Objective	How (how you intend to achieve objective)	Who (responsibility)	When	Finance incoming	Other Information
Build a good relationship with DCC Park to help with pitch maintenance and development.	Regular meetings, telephone calls and emails with DCC staff. Adhere to DCC guidelines regarding pitch use.	Executive Committee players and coaches.	2019	<i>See attached sheet for breakdown.</i>	
Keep dressing room and toilets clean and arms for all player and.	All players and coaches to take responsibility for ensuring dressing rooms kept neat and tidy.	Players & Coaches	2019	<i>See attached sheet for breakdown.</i>	
Store equipment in a safe and easily accessible way within dressing rooms.	All players and coaches to take responsibility for ensuring equipment is stored neat and tidy.	Players & Coaches	2019	<i>See attached sheet for breakdown.</i>	
Open and closing of building.	The dressing rooms will be only opened and closed by designated key holders.	Designated Key Holders.	2019	<i>See attached sheet for breakdown.</i>	
Pitch surround fencing.	Improve the surround fencing around the main playing pitch. Use surround fencing as a possible way attract advertising and additional income for club development.	Executive Committee.	2019	<i>See attached sheet for breakdown.</i>	

## SECTION 2: Football Coaching and Player DEVELOPMENT

### 2.1: Player & Coaching Development

Aim: Increase the number of people coaching and playing football in the Darndale community.

## 2019 Darndale FC Action Plan

Objective (what needs done)	How (how you intend to achieve objective)	Who (responsibility)	When (timescale)	Finance (cost - if any)	Other Information
<i>Retention and recruitment of football coaches.</i>	Local social media campaign and local advertising among parents and community groups.	Executive Committee.	2019	<i>See attached sheet for breakdown.</i>	
<i>Retention and recruitment of football coaches.</i>	Access to FAI quality training programmes for coaches. Access to Child Protection training.	Executive Committee.	2019	<i>See attached sheet for breakdown.</i>	
<i>Retention and recruitment of football coaches.</i>	Involve in high profile games v Celtic & TV Soap Stars.	Executive Committee.	2019	<i>See attached sheet for breakdown.</i>	
Retention and recruitment of young players.	Local advertising in schools and social media campaign.	Executive Committee.	2019	<i>See attached sheet for breakdown.</i>	
Retention and recruitment of young players.	Regular caching session delivered by qualified and quality community coaches.	Executive Committee & club coaches.	2019	<i>See attached sheet for breakdown.</i>	
Retention and recruitment of young players.	Players supplied with quality football kits and training gear at affordable process.	Executive Committee.	2019	<i>See attached sheet for breakdown.</i>	
Retention and recruitment of young players.	All players provide with adequate changing and toilet facilities locally and transport to and from games as a team	Executive Committee.	2019	<i>See attached sheet for breakdown.</i>	

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	where possible.				
Retention and recruitment of young players.	Access to structure league games and association football.	Executive Committee.	2019	<i>See attached sheet for breakdown.</i>	
Retention and recruitment of young players.	Annual player appreciation and awards night for all players and their family members.	Executive Committee & Coaches.	2019	<i>See attached sheet for breakdown.</i>	

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Income

Cash in Bank.	4,423
Income Soap Stars fundraising event	9,000
Player Subscriptions @ €50	4,000
Grant NCA	2,000
DCC Sports TBC	500
Grant Brendan Kenny	2,000

Expenditure

Club Insurance	800
Soap Stars Event	4,000
Celtic Legends 2019	7,000
Player Awards Night	750
League Fees	400
Accessible Wheelchair	1,000

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## Club Financial Projection 2019

### Estimated Income

Cash in Bank.	4,423
Cash on hand	
Player Subscriptions @ €110	10,000
DCC Sports Grant. TBC.	500
Lord Mayor Fund. TBC.	15,000
Estimate Celtic Legends Game	20,000

### Estimated Expenditure

Club Insurance	800
Celtic Legends 2019	17,000
Player Awards Night	750
League Fees	400
Sports Hall Hire	1,500
Pitch Hire	300
Gaol Nets x 4	700
Portable Goals x 4	1500
Balls x 100	1000
Match Balls x 25	500
Frist Aid x 5	375
Team Kit U8	455
Team Kit U11	555
Academy Training Kit €32	
Pitch Marker	500
Match Transport	3600
Approx. 24 away trips	
Game Pitch Hire x 12	1800
Pitch Fencing & Protection	15000

Total

