



Ystradgynlais AFC Development Plan

1. Introduction

Mission Statement: Ystradgynlais AFC is committed to promoting football at all levels, with a particular emphasis on girls' and junior football, fostering community spirit, and ensuring financial sustainability. We aim to become a cornerstone of the local community by providing inclusive and supportive football opportunities.

Vision: To develop Ystradgynlais AFC into a leading community football club that provides opportunities for everyone, regardless of age or gender, to participate in football and enjoy its benefits.

2. Objectives

1. Promote Girls' Football:

- Establish dedicated girls' teams for different age groups.
- Partner with local schools to run football workshops and clinics.
- Host girls' football tournaments and events.
- Establish female-friendly facilities.

2. Enhance Junior Football:

- Expand junior teams for both boys and girls.
- Implement coaching programs to improve skills and sportsmanship.
- Develop pathways for young players to progress into senior teams.

3. Financial Sustainability:

- Increase revenue through sponsorship, grants, business partnerships and community events.
- Implement cost-effective measures to manage expenses.
- Establish a financial reserve for future contingencies.
- Research and utilise the funding program "Support My Team" to generate additional income.

3. Strategic Plan

Girls' Football Development

Goals:

- Double the number of girls participating in football at the club within two years.
- Compete in regional and national girls'/ women's football leagues.





Actions:

- **Recruitment Campaigns:** Launch school outreach programs and community events to attract new players.
- **Training and Development:** Provide specialised coaching for girls' teams and encourage female coaches to join the club.
- **Visibility and Support:** Promote girls' matches and achievements through social media and local media.
- **Female-Friendly Facilities:** Upgrade club facilities to include female-friendly changing rooms, restrooms, and social spaces to ensure a welcoming environment for female players.

Junior Football Development

Goals:

- Increase junior membership by 25% annually.
- Establish a clear pathway from junior to senior teams.

Actions:

- **Coaching Programs:** Invest in training for junior coaches and provide regular development clinics.
- **Facilities Improvement:** Ensure junior teams have access to high-quality training facilities and equipment.
- **Community Engagement:** Organise family-oriented football festivals and community days to encourage participation.

Financial Management

Goals:

- Achieve a 15% year-on-year increase in revenue.
- Maintain a balanced budget with a 10% surplus each year.

Actions:

- **Sponsorship and Grants:** Actively seek sponsorship from local businesses and apply for sports development grants.
- **Fundraising Activities:** Organise fundraising events, such as football tournaments, charity matches, and social events.
- **Membership and Fees:** Review membership fees to ensure they are competitive yet affordable, and explore tiered membership options.





- **Support My Team Program:** Research and apply to the "Support My Team" funding program to generate additional income for the club.

4. Implementation Plan

Timeline:

- **Q1:** Launch recruitment campaigns for girls' and junior football; begin sponsorship outreach.
- **Q2:** Initiate community engagement activities; apply for grants; research and apply for the "Support My Team" program.
- **Q3:** Start facility upgrades for female-friendly amenities; expand coaching programs; host first major fundraising event.
- **Q4:** Review progress; adjust strategies as needed; prepare for the next season.

Responsibilities:

- **Club Committee:** Overall responsibility for plan execution and monitoring.
- **Coaches and Team Managers:** Implement football development programs.
- **Treasurer:** Oversee financial planning and management.
- **Facilities Manager:** Oversee the development of female-friendly facilities.

5. Monitoring and Evaluation

Key Performance Indicators (KPIs):

- Number of new girls' and junior players registered.
- Financial performance against budget.
- Milestones achieved in facility upgrades.
- Feedback from community engagement activities.

Review Process:

- Quarterly review meetings with the club committee to assess progress and make adjustments.
- Annual report to be shared with members and stakeholders, highlighting achievements and areas for improvement

