



Stretton Eagles Junior Football Club Vision Statement

The overall vision of the Club is to provide the opportunity for young people of all ages, gender, ability and ethnicity to participate in safely organised football.

Stretton Eagles Junior Football Club Development Table

	Current Year Season 2008/09			Year 1			Year 2			Year 3		
Number of Teams	8			10			13			14		
	Boys	Girls	Disability	Boys	Girls	Disability	Boys	Girls	Disability	Boys	Girls	Disability
Age Groups	U10			U8			U8 U8	U11		U8 U8	U11	
	U11			U9			U9			U9 U9	U12	
	U12			U10			U10			U10		
	U13			U11			U11			U11		
	U14 U14			U12			U12			U12		
	U15			U13			U13			U13		
	U17			U14			U14			U14		
				U15 U15			U15			U15		
				U16			U16 U16			U16		
							U17			U17		

Stretton Eagles Junior Football Club Team Development.

Stretton Eagles Junior Football Club Team Development

Aim

To provide all age groups with the opportunity to

cultivate an appreciation of the game
develop their football abilities
play regular competitive football.

Achievement Targets

All mini soccer teams to be competing in the local mini soccer leagues

All junior and youth teams to be competing in local leagues

An annual 'mini soccer' tournament

To recruit and develop U8's and U9's teams

Stretton Eagles Junior Football Club Plan

Objective	Tactic	Achievement Target	Responsibility	Timescale	Finance
To provide competitive opportunities for all mini soccer teams within SEJFC.	Enter all mini soccer teams in the BJFL mini soccer league	All mini soccer teams to play competitively in a league environment.	Secretary	All teams to be registered and eligible to play league football by the start of the season.	Annual BJFL subscription £20.00 per team plus £42.00 for BCFA affiliation
To provide competitive opportunities for all 9v9 and 11v11 teams within SEJFC.	Enter all teams in local junior and youth leagues.	All junior and youth teams to play competitively in a league environment.	Secretary	All teams to be registered and eligible to play league football by the start of the season.	Annual BJFL subscription £20.00 per team for 9v9 plus £35.00 per team for 11v11 and £42.00 for BCFA affiliation.
To organise an annual mini soccer tournament.	To invite all clubs within the BJFL to participate.	A blueprint for a soccer tournament that can be used for a local schools tournament.	Club Committee	To be ready to host the event by the end of April or the beginning of May.	The tournament will cover costs and provide income for the club.
To recruit and develop U8 and U9 teams	Develop links with schools in the catchment area.	To get younger children involved in football	Club Committee	Recruiting process to start at the end of the current season with an open trials event.	£10 for the rental of Hillfields training area.

Stretton Eagles Junior Football Club Workforce Development.

Aim

To recruit, develop and retain a qualified team to promote, educate and encourage participation in competitive football.

Achievement Targets

All managers qualified to FA Level 1 Coaching

2 Coaches qualified to FA Level 2 Coaching

1 Qualified referee

To recruit two new coaches

All coaches to apply for membership of local Coaches Association.

Stretton Eagles Junior Football Club Workforce Development Plan.

Objective	Tactic	Achievement Target	Responsibility	Timescale	Finance
To get all current managers qualified to FA Level 1. 1 per team.	To enrol managers on either FA Level 1 course or refresher course through the BJFL	All current managers to be in possession of a full FA Level 1 certificate.	Charter Standard Officer, current coaching staff and the BJFL.	Courses in October, February and July. Completion by July 2009	FA Level 1 £100 per coach Refresher £35.00 per coach
To get current FA Level 2 coaches on refresher course.	To enrol 2 managers on FA Level 2 refresher course through the County FA.	2 managers to be in possession of a full FA Level 2 certificate.	Charter Standard Officer, current coaching staff and the County FA.	Completion by July 2009	Refresher £85.00 per coach
To train at least one referee from the club	To offer the U15 team the opportunity to attend a County FA referee course.	To get at least 1 qualified referee.	Secretary, Roy Faunch (BJFL) and County FA	Attend course Yr1 Qualify Yr1 Progression Yr2	Referee course £45.00 per person
To recruit two new coaches for U8 and U9 teams.	Through links with schools in the catchment area.	Two new coaches ready to be enrolled on FA courses.	Committee	Recruitment in time for the open trials event.	
To provide coaches with opportunities to develop their skills	To encourage coaches to join the FACA.	All qualified coaches to apply for membership of FACA.	Secretary and current coaching staff.	All qualified coaches to join FACA	FACA Membership £27.50 per coach (online applications only).

Stretton Eagles Junior Football Club School-Club Links.

Aim

To cultivate a relationship with local schools that means we are the 'preferred option' for the recruitment of young players.

Achievement Targets

Develop a good school-club link with schools in the catchment area.
To recruit an U8 and U9 team.

Stretton Eagles Junior Football Club School- Club Links.

Objective	Tactic	Achievement Target	Responsibility	Timescale	Finance
To establish links William Shrewsbury, John of Rolleston, Richard Wakefield and William Hutson primary schools.	To contact schools and identify the PE co-ordinators.	To cultivate the school-club link and promote club activities.	Charter Standard Officer and coaching staff.	To develop a relationship with the PE co-ordinators and promote the Club in Yr1.	
To recruit an U8 and U9's team .	To promote an open trials day through links with the local schools via posters and promotion in school newsletters.	To have 2 teams with at least 11 players in each squad	Coaching Staff and Charter Standard Officer.	Open Trials at the end of the season and the teams ready for the 09/10 season.	

Stretton Eagles Junior Football Club Communication & Marketing.

Aim

To actively promote and market football opportunities and develop SEJFC within the community so that we are the 'preferred option'.

Achievement Targets

- Recruit new coaches in line with the development of new teams.
- End of Season presentation evening.
- Develop a Club website.
- Increased press coverage for the Club

Stretton Eagles Junior Football Club Communication & Marketing.

Objective	Tactic	Achievement Target	Responsibility	Timescale	Finance
To recruit new volunteers and parent helpers.	Recruitment drive through school-club links, word of mouth and Club website.	Volunteers enlisted with roles and responsibilities explained and willing to attend the FA Level 1 course.	Secretary Committee	Recruitment in time for the open trials event and then ongoing.	
End of Season Presentation Evening.	To organise an EOS presentation evening.	Host an annual awards night to recognise the players achievements with press releases to raise awareness of the Club in the community.	Committee	Year 1 and ongoing	£1,500.00
Raise the awareness of the club in the community.	Develop a website to promote the activities of the Club.	A good quality website developed and maintained.	Web master and managers.	Yr 1 and ongoing.	£40.00 for hosting and domain name for 2 years.
Increase press coverage.	Inform the local press of the achievements and activities within the Club.	To get 4 articles about the Club in the local papers.	Committee	Yr1 and ongoing.	