

Crewe Town Football Club



# ***GROW YOUR WAY***

1★ CLUB DEVELOPMENT PLAN

2025 - 2025



**ACCREDITED**  
PART OF ENGLAND FOOTBALL

# ***CLUB DEVELOPMENT PLAN***



As an England Football Accredited Club, we give you the tools and support to create a club development plan that ensures your club is built to last.

**This plan will help you in five important areas:**

- Why you exist
- Planning your season
- Shaping your budget
- Running your club
- Marketing your club

With this plan in place, you'll be on the way to developing a successful, sustainable club at the heart of your community: a great environment where everyone can thrive together.

This Club Development Plan is for YOU.

It's for you to use and adapt however you like.

Use some of it, use all of it, it's yours to edit. Why? Because nobody knows your club better than you and the people who run it with you.

It's here to help you all plan together for a successful season.

For more ideas and inspiration for your clubs development needs please visit: [The Leagues and Clubs YouTube Hub.](#)



# WHY WE EXIST

Objective	Timescale	Who is responsible?	Cost	When will you review this?
To provide affordable football/sporting opportunities to all.	Ongoing	Club Committee	Ongoing	Ongoing
Support the ongoing development of grassroots coaches	July 2025 to July 2026	Club Committee	£1,000.00 (circa) for Intro to Coaching Football (x10)	July 2026 (AGM)
Commence and develop the following seasons u7 team.	July 2025 to June 2026	John Edge	N/A	June 2026
Support Local Charities	June 2026	All	N/A	June 2026
Strengthen community engagement through links with local schools	Sept 2025 to July 2026	Club Committee	£6,300.00 based on 14 teams at £450.00 per season to Brine Leas School	July 2026 (AGM)
Support the next generations of referees. (train up to 5 per year)	Ongoing	Club Committee	£750.00 based on 5 x £150.00	July 2026 (AGM)



# WHY WE EXIST

Objective	Timescale	Who is responsible?	Cost	When will you review this?
Develop female football opportunities.	Ongoing	Club Committee	N/A	July 2026 (AGM)
Ensure all activities are covered and insured.	Annual	John Edge	£882.00 (as part of FA affiliation)	Annually
Provide a safe and enjoyable environment for children to develop football and social skills.	Ongoing	Club Committee	Circa £83,000.00 per year (covered by club subs)	Annually as part of policy reviews.
Ensure inclusivity and accessibility for members of all abilities.	Ongoing	Club Committee	Circa £80,000.00 per year (covered by club subs)	Annually as part of policy reviews.
Promote physical activity and health	Ongoing	Club Committee	Circa £80,000.00 per year (covered by club subs)	Annually as part of policy reviews.

2025-2026



# YOUR SEASON PLANNER

Objective	Timescale	Who is responsible?	Cost	When will you review this?
Have 24 teams competing across 3 different leagues spanning South and Mid Cheshire.	July 2025 to May 2026	All	Circa £83,000.00 (covered by club subs)	Annually.
Commence the development of next seasons u7 team	July 2025 to May 2026	John Edge	Circa £800.00 pitch and equipment, partially recovered by subs.	Annually
Commence movement of all youth teams to 'home' venue (BLS) and promote through social media.	November 2024 to August 2025.	Club Committee	£9,300.00 based on 14 teams at £450.00 per season pus additional £3,000.00 for equipment.	Annually.
Wider community engagement through staging tournaments	Jan 2026 – July 2026	Club Committee	Circa £3,000.00 for medals, trophies and referee costs	January 2026
Train up to 5 new referees.	July 2025 to Mat 2026	Club Committee	£750.00 based on 5x £150.00	Annually

# BUDGET OVERVIEW



To download a Club budgeting template please click [here](#).

Season	Cost (£)
Total Projected Income	£90,729.00
Total Projected Expenditure	£83,846.00
Annual Balance	£6,883.00 <i>Note – does not allow for funds raised through other means such as sponsorship, grants/donations, tournament profits or fundraising activities.</i>

# CLUB OPERATIONS PLANNER



Objective	Timescale	Who is responsible?	Cost	When will you review this?
Maintain codes of conduct for all club members.	July 2025	Club Welfare Team	NA	Annually
Publish revised club constitution	July 2025	Club Secretary	NA	Annually
Update and publish reviewed club policies.	July 2025	Club Committee	NA	Annually
Maintain complete and auditable club accounts	Ongoing	Club Treasurer	NA	Ongoing.
Ensure all applicable volunteers hold an in-date DBS check.	Ongoing	Club Welfare Team	£11.00 per DBS application	Ongoing
Ensure each team has minimum of basic training equipment.	Ongoing.	Club Managers and Committee.	Circa £1,000.00 per year (covered by subs).	Ongoing



# ***ROLES AND RESPONSIBILITIES***



**Chairperson and Secretary – John Edge.**

**Asst Chairperson and Secretary – Paul Farrall.**

**Treasurer – Emma Fulker.**

**Welfare Officer – Deb Edge.**

**Welfare Asst. – Leonie Mellor.**

**Welfare Asst. – Lynn Farrall.**

**Publicity and Social Media – Sammi Clarke.**

**Phase Co-Ordinator – Lee Morrey.**

**Phase Co-Ordinator – Craig Evanson.**



# MARKETING PLANNER



Objective	Timescale	Who is responsible?	Cost	When will you review this?
Have an open and inclusive recruitment policy.	Ongoing.	Club committee	N/A	Ongoing.
Hold public events.	Ongoing.	Club committee	N/A	Ongoing.
Publicity through open access club website and social media platforms.	Ongoing.	Publicity and Social Media Officer	Circa £15.99 per month for website and webmail.	Ongoing.
In-season newsletters.	Ongoing.	Publicity and Social Media Officer	N/A	Ongoing.
Publish club codes of conduct and policies.	Ongoing.	Publicity and Social Media Officer	N/A	Ongoing.

# USEFUL LINKS

## England Football Resources

[England Football – Leagues & Clubs](#)

[England Football Accreditation](#)

## Club Learning Opportunities

[YouTube - The League and Club Hub](#)

[England Football Learning](#)

## Club Resources

[Club Structures Guide](#)

[Contact details for County FAs](#)

## Other Grassroots Support

[Football Foundation](#)

[Football Foundation – Local Plans](#)

[Sport England](#)

[Sport England – Funding](#)

## Club Links

[Crewe Town FC Website](#)

[Facebook Crewe Town FC](#)

[CTFC Instagram](#)

[CTFC Youtube](#)

