



AFC Chilton

Club Philosophy

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Club mission statement

The mission of the club is to create a sustainable and thriving community football club both on and off the pitch, giving opportunities to play for all via different formats

This will be done by creating a fun and enjoyable environment for all to be involved in whether as a player, coach, volunteer or parent.

Geography

The Club is set in a Market town in a rural district. The club is also surrounded by many neighboring villages and towns and is also in close proximity to other big grassroots clubs.

Club History

The club was initially founded as Great Blakenham Chequers FC 2013 by Mark McArdle and Kieran Doggett it was initially just a single Sunday league team but then expanded into youth football.

The club had several successful years from 2017/18 achieving back to back promotions and league titles and winning a league and cup double in 2018/19

With the continued growth of the club and to be able to sustain and allow further growth, the club relocated to Stowmarket in 2024 to put itself in a position to benefit from better facilities on and off the pitch and was re named as AFC Chilton.

Local demographic

The Current population of Stowmarket as of 2021 statistics was 21,534 of which 10,594 was male and 10,959 was female. The age ratio

is as follows

0-17 years of age - 21.1 % 18-64 years of age 60.4 % 65+ 18.6 % Ethnicity

breakdown

Asian/ British 1.2%, Black/ African 0.6%, Mixed/multi ethnicity 1.9%, other 0.01%,
White 95.8

Teams

AFC Chilton currently operates the following teams and formats

Sunday kids club 4-6 years of age - Partnered with Back of the net Academy

Under 8s teams playing development 5v5 in SYFL

Under 9 s & U10 team playing development football in SYFL

7v7 Under 11s team playing development football in SYFL 9 v

9 Under 12 team playing 9 v 9 competitive

Under 12 playing 11 v 11

Workforce

The club currently has no paid employees.

A skills audit will need to be completed to assess current volunteers experience levels and also to help recruit further volunteers with clear job roles and commitment levels outlined.

Needs analysis to be completed to address what the club needs to support and build the clubs philosophy

Advertising to make sure all vacancies are advertised in different ways to create a wider reach

Leagues and competitions

The clubs youth teams all participate in the Suffolk youth football league which is the largest youth league in Suffolk.

Climate and weather

The weather forecast is typically British with a varying array of conditions experienced throughout the playing season,

The weather typically will not affect the playing surfaces that we currently use to any abnormal level.

With operating youth teams on more adverse conditions more sensitivity is to be used to protect the welfare of the children where necessary

Local Deprivation levels

The local area is not a under deprived area by record, as a club we keep all costs to a minimum.

All monies paid into the club that do not cover running costs is all invested back into the football club. Subscriptions are charged at seniors with a signing on fees and additional match subs, at youth level it is set at split payments or a one off up front fee is also an option the fees is charged to cover the cost of all match days and training.

Parents are advised on registration forms that during times of hardship please contact the club and arrangements can be made.

Facilities

After the relocation of the club to Stowmarket, all team currently train at Chilton Fields once a week the playing area is grass and parents have access to the club house.

Match days teams are split with the younger age groups playing at Cedars park community Centre (u8-u10), while the older age groups (u11-u13) play home games also at Chilton Fields. The aim long term is to have all teams in one location

Club Structure

AFC Chilton is run by management committee.

The committee consists of Chairman, Treasurer, Secretary, Vice Chairman, Football Development Officer, Club Development officers, Welfare Officer, Bookings Secretary and a representative of each team.

The committee meets monthly and holds its AGM in June All matters surrounding the club are discussed at meetings

Defining a playing style

The below all effects the clubs playing style and are detailed below. The clubs financial status would be described as stable

The club currently possess 3 Level one coaches, 2 UEFA C coaches, 1 awaiting UEFA C course and one mid UEFA C course, 1 x awaiting UEFA B course

The club puts player & team development first ahead of results at development age group youth football .

Facilities standards are not of a desired standard but have improved since re location

Defining playing style continued

At foundation phase the club u7-u11 the focus is on equal game time and player and team development ahead of results. The longer term needs of the team club are more important than single team results at this stage.

U12 + competitive football is partaken with a desire to achieve results is more important but not at the expense of everything else. Coaches may now consider less equal game time and may now start to implement a merit based team selection policy and attitude and commitment to training and their own development

Playing style continued

All players to be comfortable with playing in multiple positions and formations

All coaches to encourage players to be comfortable in possession and progress the ball through the thirds of the pitch.

All members of the club to promote a enjoyable learning environment The aim to win is always a goal but not at all costs

Identifying individuals

Needs analysis to undertaken , what does the club need and where does it need to strengthen, this should be regularly reviewed by the committee.

Skills audit what skills and experience to current and new volunteers bring to the club to help it grow.

Recruitment process its important to have a clear roles and responsibilities list for volunteers with a guide of to how many hours a week would be expected in specific roles. It's important that people only commit to what they can do.

Organogram Structures

Youth Structure

Foundation lead (age 5-11 years old) Foundation lead

(age 12-16 years old

Foundation leads reporting to Football Development Officer Coaches per team as standard

Seniors , Manager and Assistant Managers

Roles and responsibilities

Head of club development - (6 hours a week) Head of phases (4 hours a week)

Club mentor (4 hours a week)

Marketing and communications officer (4 hours a week)

Marketing and communication

Rules and guidelines for usage.

Twitter- tweets to be positive and promote club activities and events

Website - posts regular updates of generic club news and club philosophy to be highly visible at all times. All stories and posts to be reviewed by 2 people before posting.

Local media Receive updates on club activity , no direct comment on club criticism without discussion from the committee

Local media partner to be reviewed bi annually

Club Branding

Consistent branding across the club is vitally important

Club colours and designs must be consistent to create maximum brand awareness to raise profile of the club, no bespoke designs allowed and must be approved by club committee.

Ranging from clothing, letterheads, banners,

All promo events to include the same club branding and colours.

Develop Marketing Strategy

Appoint dedicated marketing officer 2-4 hours a week

Marketing and communications should be regular fixture on all committee meetings to give focus , reflections to plan.

Targets

To set clear objectives and targets to give focus and also accountability to the

role Eg. to achieve 500 twitter followers by 2023

Feedback

Ensure using surveys and questionnaires and workshops and discussion to help develop and create a effective marketing strategy

Player pathway

The player pathway for our club to develop players from youth football right through to senior football, by developing young technically good footballers who are comfortable on the ball playing through the thirds of the pitch out from the back. They will have a tactical awareness of different positions and formations. To create a reserve and possible A team to create experience from transition from youth to senior football and to create different opportunities for different ability levels.

Youth to adult transition

Phasing in process

Only select players to be phased in from youth to senior football by way of training sessions , limited game time or social events over a period of time not all at once to give them time to adapt to new team and environment.

Buddying up - designate youth players buddies (experienced senior player) to create a support mechanism

Safeguarding - coach must be aware and trained to FA requirements surrounding coaching of under 18s

Coaching is important that those making the transition is coached with a level of empathy and understanding creating an environment that allows them to make mistakes which will help reduce the pressure.

Club policy targets To have the club with a 25% homegrown players quota by 2028 or sooner.

Workshops - Development of a playing philosophy

Parent workshops to help raise awareness of the club philosophy will help give parents a better understanding of the long term goals, this will also allow formal feedback and to highlight the support mechanism within the club for their children.

Coaching CPD

Internal development is crucial to help grow the club playing style. Coaches need to be joined up to the FA licensed coaches club will create and give coaches ownership for their own development. Along with being supported by the club

Create and use assessment and challenge sheets to allow players to take on opportunities to grow their own development.

Creating the environment

- Technical having a coaching syllabus , focusing on different aspects and different age groups and using individual development plans
- Physical consistent and regular playing time to be given to all based on commitment to their training and development
- To ensure 70% ball rolling sessions
- Psychological using challenge sheets and assessment sheets to challenge and develop
- Using game related sessions in training
- Social to make sure a friendly and welcoming club is maintained at all times, create whole club social events use team building sessions to develop a togetherness.