



FC ST HELENS

5 YEAR FUTURE VISION

5 Year Development Plan - January 2018 - 2023

OUR MISSION

Our Strategic Vision:

- Be a thriving and self sustaining fan owned community football club.
- Ensure that players of all ages and abilities have the opportunity to play football in a safe, positive and friendly environment.
- Ensure that our young players have the opportunity to develop their skills and interest in football as far as they possibly can.
- All teams to strive to play at the highest possible levels.
- Maintain FA Community Club Charter Standard status and improve club administration.
- Provide the best training & playing facilities possible.
- Be a integral part of our local community.
- Carry out activities that are beneficial to our community and that promote lasting solutions to poverty, hunger, unemployment and inclusion for all.

Our Near/Mid-Term Strategy:

- Asset transfer 3 grass pitches and changing rooms at Bishop road playing fields from St Helens Council to the ownership of FC St Helens.
- Construct new clubhouse.
- Build all weather training pitch.
- Maximise fundraising efforts.
- Higher qualifications for coaches.
- Fundraise an initial target of £50,000.
- Offer the use of the Windleshaw Sports Facility to community groups at a preferential rate. All proceeds will go towards the initial fundraising target.
- Maximise profit from wet and dry sales in the clubhouse. All proceeds will go towards the initial fundraising target.
- Research the pros and cons of creating and sustain a fans-owned, democratically-run football club that creates real and lasting benefits for supporters and local community.

Growth & retention

Aims:

- Growth of stronger links with Pre & Primary Schools.
- Strengthen links with senior schools in the area.
- Establish girls team.
- Create additional Men's teams, including Vets and a walking football team.
- Research the possibility of disability provision.
- Maximise use of volunteers.
- Ensure volunteers feel valued, appreciated and that their dedication is recognised.

Raising Standards & Addressing Abusive Behaviour

Aims:

- Full comply with RESPECT Guidelines and any future F.A initiatives
- Run regular workshops on club expectations for coaches and parents.
- Keep coaches informed on club policy and discipline procedures.
- Ensure CRB & First Aid certification is always in place.
- Every member has knowledge and access to code of conduct.

Creating Better Players

Aims:

- All teams to have suitably qualified coaches.
- Continue our unique free Soccer School for U5 to U7.
- Specialist training/workshops for coaches.
- Advancement of qualifications for coaches and volunteers who want it.

Facility Development

Aims:

- Build new clubhouse including 4 changing rooms, social/education space, kitchen & storage.
- Build a new full size floodlit artificial grass pitch (AGP).
- Maximise use of three existing grass pitches.
- Improve car parking and landscaping of Windleshaw Sports Facility.
- Get the current facility into shape for easier maintenance and safe use by all our teams.
- Improve quality of pitches & equipment.
- Commence a Community Asset Transfer of land and facilities currently owned by St Helens Council into the ownership of FC St Helens.
- Eventually build a 500 capacity football ground.

Promotion & communication

Aims:

- Utilise college students, for example, to gain practical experience by having voluntary roles in areas such as marketing, social media and video creation thus creating mutual benefits.
- Increase social media presence.
- Promote, maintain and improve FC St Helens TV (Youtube).
- Engage with local residents and encourage them to become part of the club and utilise the clubhouse and it's facilities.

Social Responsibility

Aims:

- FC St Helens are committed to raising the profile and awareness of the extensive work and participation of our players and management in support of Community and Charitable activities.
- We intend FC St Helens community involvement to extend across many areas such as: Health, Education, Social Inclusion, and Equalities, underlining our commitment to make a positive difference in society.
- We will continue to be proactive, continue to raise standards of support to players, and encourage greater support from our club's members and management to adapt their philosophy toward a lasting and effective policy of social responsibility.
- We will fully support our players and staff by provide signposts to professional organisations that offer advice, support and empower anyone experiencing mental and/or physical health issues. We are determined to raise awareness and promote understanding throughout the whole club.

General Aims and Points

The aim of FC St Helens is to be more than just football team. The ultimate mission is to improve existing provisions at the Windleshaw Sports Ground and create a new modern football/sports/community facility to enhance participation of sports, education and social inclusion for all people of St Helens and the Greater Merseyside Area.

By creating a sustainable community business model for ongoing delivery of our aims, we will generate wider community benefit through football, sport and non-sport activities, particularly in the areas of health and well being, education skills and employment and volunteering.

This development will create genuine community benefit for St Helens and a facility that will enable use for football, multi-sports, non-sporting activity, educational and community use.

Steven Leather

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FC ST HELENS