



Leominster Town Football Club



2024 CLUB STRATEGY

LEOMINSTER



TOWN FC



Mission Statement:

To foster a club environment that promotes player development, enjoyment, and progression from youth to senior levels.

Leominster Town Football Club is dedicated to creating a safe, inclusive, and positive experience for all players, with an aim to be the club of choice for players in the region.

Junior Teams Strategy (Ages 5-16)

Objectives:

1. Retain and nurture youth players through a cohesive development pathway, preparing them for progression to senior levels.
2. Create a supportive and fun coaching environment that encourages skill-building, teamwork, and personal growth.
3. Develop the girls' section and build sustainable pathways for young female players into senior teams.

Initiatives:

1. Youth Development Pathway

- **Retention Focus:** Establish a consistent player pathway from junior to senior levels, emphasizing personal progress and enjoyment at all stages. Encourage age-appropriate training programs that keep players engaged and motivated.
- **Skill Development:** Implement tailored coaching sessions focusing on technical, tactical, and physical growth. Identify talented players early and provide additional development opportunities to nurture their skills.
- **Community Connection:** Host family-friendly events, open days, and workshops to strengthen the bond between players, families, and the club.

2. Safe, Friendly, and Fun Coaching

- **Coaching Standards:** Ensure all managers and coaches are FA-certified and adhere to safeguarding and positive coaching standards. Regularly hold club sessions on child protection and inclusive coaching techniques.
- **Positive Environment:** Create a supportive culture that balances competitiveness with fun, allowing players to enjoy the game while focusing on their development.
- **Feedback System:** Establish a feedback mechanism where players and parents can share their experiences, allowing us to maintain high standards of enjoyment and safety.

3. Girls' Section Expansion

- **Recruitment and Retention:** Increase recruitment efforts through community outreach, school programs, and local partnerships to grow girls' teams. Aim to add at least one new team per age category over the next three years.
- **Pathway to Senior Women's Team:** Prepare the Under-16 team for progression into our first senior ladies' team, providing clear development goals and mentorship.
- **Visibility and Engagement:** Promote the girls' section actively through social media, club events, and partnerships with regional girls' football initiatives.

Senior Teams Strategy (First Team & Reserves)

Objectives:

1. Build cohesion and fluidity between the first team and reserves to strengthen performance and team dynamics.
2. Establish a system that enables player movement between the teams (within the regulations), enhancing depth and creating competitive synergy.
3. Increase appeal to attract high-quality players from local clubs, positioning Leominster Town Football Club as a leading club in the area.

Initiatives:

1. Integrated Team Development

- **Collaborative Training:** Organise joint training sessions, drills, and friendlies between the first and reserve teams to build rapport, familiarity, and shared tactical understanding.
- **Player Movement System:** Develop a structured player movement system that allows flexibility between the first team and reserves based on form, fitness, and strategic needs.
- **Unified Identity:** Hold team-building activities and create a shared code of conduct that emphasizes respect, teamwork, and commitment to the club's vision.

2. Tactical Consistency and Development

- **Align Coaching Goals:** Ensure both teams adopt complementary playing styles, allowing players to switch seamlessly between teams. Schedule bi-monthly meetings for managers to review tactics and share insights.
- **Mentorship Program:** Pair more experienced first-team players with reserves or youth players, encouraging mentorship and smoother transitions from youth to senior football.
- **Focus on Performance Analysis:** Introduce post-game analysis and video reviews for both teams to enable continuous learning and improvement.

3. Club Visibility and Player Attraction

- **Community Engagement and Scouting:** Actively participate in regional leagues and tournaments, with an emphasis on fair play and sportsmanship to enhance the club's reputation.
- **Attraction of New Talent:** Publicise Leominster Town Football Club's positive culture, inclusive environment, and development opportunities to attract talented players from local clubs.
- **Social Media and Local Media Presence:** Enhance our online presence with regular updates on both teams' performances and player achievements, strengthening the club's profile and appeal.

Conclusion and Implementation:

Next Steps:

- Host a strategic kick-off meeting with key stakeholders (coaches, managers, and committee members) to review and endorse the strategic plan.
- Begin immediate implementation of initiatives, especially around coaching and pathway development for the junior section.
- Conduct quarterly progress reviews to ensure alignment with FA guidelines and the club's mission, adjusting as needed based on feedback and performance data.

Evaluation and Reporting:

To maintain accountability, provide bi-annual updates to club members and parents, highlighting progress, challenges, and opportunities for improvement. Measure success through player retention rates, team performance, and player satisfaction surveys.

By following this strategy, Leominster Town Football Club can create a welcoming, professional, and high-achieving environment that supports player development from grassroots to senior levels, achieving a reputation as a premier club choice in the region.

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