Harborough Town FC

April 2015
Harborough Town FC

Review of Season 2014/15

- May 14  Club/Charity commenced restructure
- Jun 14  Secured the future of U14 Boys and U15 Girls
- Jun 14  Hosted a double FA Level 2 Certificate Course
- Jun 14  Teams entered Carnival Football Tournament
- Jul 14  Brooke House College sponsored the 1st team
- Jul 14  Club obtained licence to play games on ATP
- Jul 14  Club registered 40 teams for 14/15 Season
- Aug 14  Four new teams: U12 Girls, U11, U13, U18 Boys
- Sep14  New Board of Trustees and Football Committee
- Sep14  Mutual League hosted Respect Festival for 20 teams
Harborough Town FC

Review of Season 2014/15

- Oct 14  New FA Mentoring Programme supporting 5 club coaches
- Nov 14  Club hosted FA Emergency Aid course
- Nov 14  Club meet Ground Grading by installing new turnstile – thanks to Phil & Gordon Robinson
- Nov 14  Club Magazine launched
- Dec 14  2 HTFC Coaches achieve FA Level 2 and 2 Coaches achieve FA Level 1
- Dec 14  Mini-Soccer Christmas Party
- Jan 15  Business Review presented to Trustees and Football Committee
- Jan 15  Under 7 Rovers and Royals selected for player escorts at LCFC v Stoke City PL fixture
Harborough Town FC

Review of Season 2014/15

• Feb 15 Trustees agree vision for the club and commence producing a business plan
• Feb 15 The club registers its 70th girl across the 8 -14 age range – amazing achievement in just two years
• Mar 15 Club welcomes Joseph and Selena Owen as the new HTFC Catering & Conference Partners
• Mar 15 Appointed Kez Dunkley as Club Premises & Grounds Officer.
• Mar 15 Ben Wards Under 16 reach the County AND League Cup Finals, narrowing losing the County Final League Final to be played May 17th
Mar 15  Another Coach achieves the FA Level 2 Coaching Certificate
Mar 15  The Club launches Walking Football
Mar 15  Club Social & Fund Raising Committee formed
Apr 15  Club to become the 93rd Nike Partner Club bringing in coaching bursaries of £4,200 and host of other benefits
Apr 15  Club hosted the FA Peoples Cup for players from all over Leicestershire with disabilities
Apr 15  Club adopt Rock the Beat Charity as the official club charity partner: funds to be raised from the carnival marathon and presentation day cake competition
Apr 15  Trustees present their vision for HTFC
And by the way between August and the end of April teams from Harborough Town played in 634 games!

Seniors: 99
11-18: 366
7-10: 169

A very sincere and massive thank you to everyone who has given their time as volunteers on behalf of the club this season.
Executive Summary

- Community Football Club comprising of 42 Teams from Under 5s to Adult
- Over 500 Players Coaches and Volunteers
- Exceptional Football Facility
- Charity/Not for Profit business
- Volunteer led
- Significantly under achieved its potential both in football and the wider community.
- Significant failings in how the business has operated since the new facility opened seven years ago
Harborough Town FC

Current Position

- Review of the Business between October 2014 & January 2015 which found:
  - Complex structure
  - Lack of cohesion
  - Lack of direction and leadership
  - Weak financial position
  - No Business Plan
  - Ineffective and poor communications internally and externally
  - Failure to maximise the potential of the facility
  - No marketing or commercial strategy
  - Limited success in attracting investment
  - Failure to build partnerships across private and public sector
  - Failure to comply with Football Foundation funding conditions
Vision

- To create a semi professional community football club playing in the Evo Stick League North by 2020
- To establish a Harborough Town Football Academy by September 2016
- To attract investment to support the growth of football activities across the club
- To establish a player pathway throughout the club from Under 5 to adult
- To enable the club’s coaches and managers every opportunity to access continued professional development
- To recognise and reward club coaches and volunteers
- To establish a “One Club” approach across all aspects of the football club
Harborough Town FC

Vision

• To attract investment into the Harborough Town facility to provide an academy quality facility which supports the growth and development across all areas of the football club
• To create a seven day a week football facility that meets the needs of all users
• To create a financially sustainable club that provides good value for money for its players, coaches and members
• To establish meaningful partnerships with private sector, public sector and education
• To create apprenticeship opportunities for young people in Market Harborough
• To create a fun environment with the right culture, behaviours and standards which encourage and reward success
• To provide Market Harborough with a football club that meets the needs of the community as the town continues to grow.
Vision

- Culture and Behaviour
- Football for all
- Vision and Ambition
- Continued Professional Development
- Players Coaches and Volunteers
- One Team Under 5 to Seniors
- Fun experience
- Working in Partnerships
- Community Hub
Harborough Town FC

Strategic Priorities

• To appoint new trustees to the Board with the appropriate skills and knowledge to lead the business development of the club
• Using professional advisors ensure that the clubs constitution is incorporated, and meets it legal and regulatory obligations
• To establish an appropriate management structure to manage the football administration of the club
• To deliver the five year business plan in order to achieve the vision of the club
• To stabilise the financial position of the club by restructuring the financial management and processes with immediate effect
• To actively seek new investment through private and public sector funding in order to create an academy quality facility
• To build long term sustainable partnerships that will support the football club to meet its targets.
• To control costs and to deliver investment into the club by growing commercial incomes and setting realistic and achievable commercial targets across the club which will form part of a club wide commercial strategy.
Strategic Priorities

- To meet all the legal obligations of the grant provided by the Football Foundation
- To improve communications across the club by using technology to enable the club to communicate direct to all members and partners
- To raise the profile of all activities of the football club (internally and externally) by using all communication mediums and making these accessible to members
- To improve the perception of the football club across the community
- To deliver a calendar of social events for members organised by the club social committee that are fun, meet all age groups and tastes, and raise funds for the football club
- To establish a one club ethos across all teams, players, coaches and volunteers underpinned by the core behavioural values of the club.
Harborough Town FC

Vision: Bowdens Park
Home of Harborough Town FC
Harborough Town FC

Vision

So...............that’s the vision!

Is this what we want to achieve as a club?

What needs to change for it to be achieved?

What challenges are there?

Who can help?
The current system of having 44 individual team bank accounts has created a silo environment which is the opposite of our aim to build one club.

Whilst this system had been necessary in previous years due to financial situation at that time, it is not considered to be beneficial going forward.

In general, managers and coaches just want to manage and coach, concentrating of playing football and not having to worry about finances.
FINANCE

Season 2015/16

• All finance will be administered centrally by the club
• Teams will no longer be required to hold their own bank account
  ▪ Any remaining funds in team accounts are to be retained by the team for their use
  ▪ Those teams currently administered through the general club account will receive a cheque for the remaining amount
  ▪ Team accounts can remain open and statements redirected to the team administrator if required
  ▪ The club will pay all affiliation fees etc. and ensure that referee payments are prepared for home games for example
FINANCE

Benefits

• Managers/Coaches able to concentrate on playing not paying!
• Provision of equipment and resources centrally based and requests for support considered on an individual basis
• Provision of subsidies to support coach development
• Reduction in administration requirements
Harborough Town FC
Operations 2015/16

ADMINISTRATION

• Guidance to be provided regarding team administration e.g. use of Full-Time for results reporting, access codes, league rules and regulations, postponement requests etc.
• Information on player registrations, transfers requests, new player enquiries etc.
• Sign posting to useful information
• Answers to FAQ’s

REGISTRATION DAY SATURDAY 4TH JULY 2015
For Under 11 to Under 18
Under 7-10 to be confirmed