

DRAFT CCWFC: STEPPING FORWARD INTO THE FUTURE – ACTION PLAN (as of 19 January 2021)

No.	OBJECTIVE	ACTION	LEAD	TARGET DATE	PROGRESS
1.	<p>Successfully navigate the COVID-19 period.</p> <p><i>Note:</i></p> <p>CCWFC has been exemplary in putting the safety and welfare of its players first throughout the pandemic. Our simple goal is to maintain this level of exemplary practice throughout the remainder of the COVID period.</p>	<p>1.1 Continuously keep abreast of changes to government COVID requirements.</p> <p>1.2 Update the Club's COVID-19 Risk Assessments as necessary.</p> <p>1.3 Provide guidance to the CCWFC Committee on COVID matters and make recommendations on the Club's operating model as necessary.</p> <p>1.4 Notify the membership of changes to the Club's operating model.</p> <p>1.5 Monitor compliance with the Club's Risk Assessment and operating model and address issues as necessary.</p>	Peter O	Ongoing	
2.	<p>Extend CCWFC's reach into the community.</p> <p><i>Note:</i></p> <p>We are the only walking football club situated in a population of c200k people. We know from census data that there are c27k men over 50 (c 8,500 of whom have retired).</p> <p>It is reasonable to believe that far more people than we currently attract would have an interest in joining the club.</p>	<p>2.1 Refresh leaflet and poster drops (John version) at key sites (sports centres; libraries; (reprint when necessary).</p> <p>2.2 Print additional 'Spencer' version leaflets & posters and target more competitive player recruitment (including focus on 50 -60 age group).</p> <p>2.3 Re engage with 'Provide' to develop the NHS and social referral channel;(this is CCWFC being a referral point for those who will benefit from physical exercise and social contact).</p> <p>2.4 Develop a stronger relationship with CCFC in terms of promoting walking football within the club and to the CCFC fan base (link to objective 7.1)</p> <p>2.5 Leverage media relationships to promote CCWFC (e.g., the recent opportunity with Chelmer Radio).</p> <p>2.6 Maximise use of social media (website; Facebook; other)</p>	<p>Chris (but transitioning to a specific Club Development & Membership Secretary role</p> <p><i>Note: Need to discuss club roles separately</i></p>	<p>4/21</p> <p>4/21</p> <p>5/21</p> <p>5/21</p> <p>3/21</p> <p>3/21</p>	
3.	<p>Increase Club membership to 100+.</p> <p><i>Note:</i></p> <p>The action set out throughout this plan is designed to (1) help more o50' enjoy the benefits of walking football and (2) to increase the club' competitive success at o50, o60 'and o65 age groups.</p>	<p>3.1 Baseline our membership by inviting confirmation of membership status from existing members.</p> <p>3.2 Progressively grow our active membership over the next 18 months (linked to actions 2.1-2.5)</p>	<p>Peter</p> <p>CCWFC committee <i>(which would include a Club Development & Membership role)</i></p>	<p>3/21</p> <p>9/22</p>	

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4.	<p>Further develop the 'recreational' element of our training.</p> <p><i>Note:</i></p> <p>The challenge of navigating the pandemic has presented opportunities. One of these has been focusing in a more considered way on the importance of fitness and skills training being a standard part of every training session.</p> <p>It has also given us greater insight into what constitutes 'recreational' football in practice and which members would welcome more of it?</p>	<p>4.1 Review what has worked and what hasn't in our training sessions</p> <p>4.2 Refine 4.1 and create standardised 20min and 40min sessions</p>	<p>TBC</p> <p>TBC</p>	<p>TBC</p> <p>TBC</p>	
5.	<p>Introduce structured coaching and progressively develop more challenging training routines.</p> <p><i>Note:</i></p> <p>Our success in introducing more structured skills and fitness training has given us a glimpse of what might be possible. We have coaching capability within the club (Spence being our premier example as a licensed UEFA B qualified coach) We should now consider how we make best use of this and how we might grow additional coaching capability.</p>	<p>5.1 Review existing coaching capability within the club</p> <p>5.2 Develop a structured coaching programme</p> <p>5.3. Explore scope to invest in individual coaching badges</p>	<p>Spence / Bob</p> <p>Spence / Bob</p> <p>Spence / Bob</p>	<p>TBC</p> <p>TBC</p> <p>TBC</p>	
6.	<p>Extend the provision of 3G pitch training sessions.</p> <p><i>Note:</i></p> <p>This has happened by default with us substituting the indoor session with the outdoor session. However, there will come a point when the indoor facility will become available again and we will have choices to make.</p> <p>There is also likely to be a medium-term consideration for extended use of the 3G pitch as we become successful at growing our membership and possibly have to consider evenings / Saturdays for o50' recruitment.</p>	<p>No action at this time.</p>			

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7.	<p>CCFC to be an energetic promoter of CCWFC activities and our primary sponsor.</p> <p><i>Note:</i></p> <p>CCFC generally have home match attendances of between 500 -1100 fans (dependent on the opposition and how well the club is doing). Many of these are long-standing fans who are o50. We have a ready-made audience, who by definition have an interest in football.</p> <p>CCFC also have their own agenda in the community, one which we can realistically play a part supporting.</p> <p>There is mutual benefit to be had from much stronger collaboration.</p>	<p>7.1 Gain a commitment from Steve Shore to promote CCWFC marketing activities.</p> <p>7.2 Define & agree a formal sponsorship deal.</p>	<p>Chris</p> <p>Bob</p>	<p>6/21</p> <p>9/21</p>	
8.	<p>Establish a club over 70s team and campaign for an Essex over 70s.</p> <p><i>Note:</i></p> <p>The age profile of the club is shifting quiet rapidly. We now have 33 members who are over 70 and another 3 who will join them shortly. This both highlights our need for 50/60' recruitment, but also our responsibility to think about suitable o70' provision.</p>	<p>8.1 Explore the feasibility (in partnership with the EWL) of establishing an o70' Essex league in 2022.</p> <p>8.2 Initiate a steppingstone approach, by creating and hosting one or more o70' Essex-wide tournaments at CCWFC.</p>	<p>TBC</p> <p>TBC</p>	<p>TBC</p> <p>TBC</p>	
9.	<p>Actively nominate and sponsor players for county, regional and international trials.</p> <p><i>Note:</i></p> <p>CCWFC' foundation is providing recreational football in a supportive social environment. It also wants to provide and develop competitive opportunity for those who want it. This is initially through the provision of EWL and national competitions. Our goal is to promote</p>	<p>9.1 Develop a formal process to consider and agree CCWFC nominations to EWL, regional and England trials and representation.</p> <p>9.2 Consider and make nominations</p>	<p>CCWFC Committee</p> <p>CCWFC Committee</p>	<p>4/21</p>	

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10.	<p>Maintain a vibrant social scene when COVID-19 guidelines allow.</p> <p>Note:</p> <p>The main goals here are (a) to ensure connectivity whilst we remain in lockdown – main the fabric of the Club and (2) create stronger engagement across the membership to contribute to the running and the growth of the Club.</p>	<p>10.1 Continue with regular communications via 'Newsflash' to all Members.</p> <p>10.2 Continue with the 'House Party' format during COVID restricted Contact.</p> <p>10.3 2 annual face to face social events (typically April & Nov).</p> <p>10.4 Adhoc events (e.g., Xmas get together).</p> <p>10.5 Regular 'pie and a beer" sessions after Tuesday and/or Thursday training (typically once a month).</p>	<p>Chris</p> <p>Bob / Chris</p> <p>Chris</p> <p>Chris</p> <p>TBC</p>	<p>Ongoing</p> <p>Ongoing</p> <p>11/21</p> <p>12/21</p> <p>TBC</p>	