

Before you start



We have engaged with the Club Developer in our region to find out about the club development support that is available to us.



We have established a sub-committee (or equivalent) to lead on the completion of our new club development plan.



We plan to engage the local community as part of our consultation process.



We have a club constitution that is signed and dated.



We have a committee in place consisting of at least a Chairperson, Treasurer and Secretary.



All relevant safeguarding policies have been implemented (e.g. child protection policy, vulnerable adults policy).



We have an active club bank account (note: account name should match the club's official name as per your constitution).

Chairperson's Foreword

Welcome to the Club Development Plan for Welshpool Town FC.

This comprehensive plan is a screenshot of where the club is at present and what we are striving to achieve in the future.

We have many areas of improvement and development, which we are aiming to achieve.

The club has already hit many excellent milestones including our amazing new pitches; now with toilets), improved participation with three senior teams as well as a thriving junior section from U6s through to the U16s and an introduction of a new huddle group as well as a new girls' team!

But we can't stop there!

We have several avenues of needed development including the set-up of a Walking football team; improved changing, storage and kit room facilities and as always looking to improve our winter training facilities! All in order to make the club sustainable.

The club are continuously looking to align our local and wider targets to ensure that everyone's needs are met, but all this work is relying on our excellent band of volunteers and our ability to be proactive in retaining existing and attracting new volunteers who will continue to help the club expand both on and off the pitch and ensure a smooth plan of succession.

We want to continue to ensure that we are driving forward in all areas as standing still is moving backwards for us! The club is in a very healthy place but we can still get better and this plan is evidence of our self-awareness as well as a celebration of our success and our hopes for the future.

SWOT Analysis

A SWOT Analysis was completed in

January 2025

Positive

Strengths

STRENGTHS

Volunteers

Opportunities

Volunteers

- More off-field volunteers

- Transition from players to coaches/referees
- Secretary with time to spare
- Diversity

Participation

- Number of junior players
- Girls' participation
- BE.FC programme
- McDonalds' Programme
- Both men and women's senior teams

Facilities

- Maesydre pitches – good relationship with groundsmen
- Good changing rooms @ Maesydre
- Canteen @ Maesydre
- New pitches
- Ambitions to develop new pitches

Government & Sustainability

- Sound, legal structure
- Embracing change
- Everyone pulling in the same/ right direction
- Equal opportunities
- Environmental credentials
- Relationship with FAW
- Strong partnerships

Government & Sustainability

- Sound, legal structure
- Embracing change

- More coaches/ team helpers/ referees
- Increasing diversity

Participation

- Relationship with schools
- Full U6-U16 section with girls' teams in all age categories
- Senior Reserve team for 25/26 season
- Senior Women's Reserve team
- Provision for Walking Football

Facilities

- Sharing knowledge & equipment with Town Council groundsmen
- New store @ Maesydre
- Two changing rooms for officials @ Maesydre
- Club house facilities @ Maesydre
- Grants to improve the maintenance of new pitches as well as introducing facilities such as toilets/ café.
- Floodlights @ new pitches to enable training.
- 3G training facility with floodlights
- More use of canteen

Government & Sustainability

- Succession Planning
- Social Media presence – One Club approach
- Sponsorship opportunities – specific committee
- Fundraising activities – specific committee
- Leading club in terms of environmental sustainability

- Everyone pulling in the same/ right direction
- Equal opportunities
- Environmental credentials
- Relationship with FAW
- Strong partnerships

Negative

Weaknesses

Volunteers

- Not enough off-field volunteers
- Nobody with responsibility for

Diversity

Participation

- Geographical location – travel distances
- Lack of teams/ clubs in junior league
- Inflexibility around border games/ leagues

Facilities

- Storeroom @ Maesydre not fit-for-purpose.
- Only one changing room for officials @ Maesydre
- New pitches susceptible to water logging.
- Lack of parking @ new pitches
- Lack of toilets @ new pitches
- Expenditure of training facilities in Winter
- Not enough use out of canteen

Government & Sustainability

- Lack of meetings
- No club-specific ICT equipment
- Limited internal communication
- Lack of integration with local non-footballing community
- Limited contact with other sports clubs

Threats

Volunteers

- Loss of volunteers both on and off- the field
- Diversity becomes a tick-box exercise rather than a reality

Participation

- Junior players lose interest due to lack of games and travelling.
- Losing junior players to other clubs once they become seniors
- Lack of players for reserve leagues due to travelling.

Facilities

- Lack of funding to replace store @ Maesydre
- Short (25 years) lease for new pitches
- Lack of grant aid to improve maintenance of new pitches.
- Lack of grant aid to develop more facilities @ new pitches
- Cost of winter training becomes prohibitive.

Government & Sustainability

- Disengagement
- No succession
- Access to personal ICT equipment
- Costs of being Green

Club Introduction

WELSHPOOL TOWN FC – Brief Club History

Welshpool Town FC has a rich and varied history. The club was founded as Welshpool Town F.C. in 1878 but adopted other names such as Welshpool Wanderers and Welshpool Warriors - although the latter may have been a separate club. The club reformed as Welshpool AFC in 1889 after one season as Welshpool United and briefly joined the Shropshire League. After World War 1 Welshpool competed in the Central Wales Leagues, winning the Central Section in 1921. Four years later in 1925 the club moved up to the First Division (North) after finishing as runners up to Llanidloes Town.

After World War 2 Welshpool moved to the Welsh National League (Wrexham area). During the 1950s and 60s the club competed in various competitions including the Welsh National League, which they won in 1954/55, 1956/57, 1961/62 and 1964/65 and the Welsh National Cup in 1957/58; the Montgomeryshire Challenge Cup, winning it in 1950/51; the Knighton Charity Cup won in 1952. The Youth team won the Oswestry Minor League Cup in 1961 and 1962.

The club was one of the founder members of the Cymru Alliance in 1990. They finished second in 1993 and 1996 and when champions Oswestry Town were not eligible for promotion, Welshpool took their place in the League of Wales in the 1996/97 season instead, finishing 17th. In the next season Welshpool Town were relegated and stayed in the Alliance until winning the competition in 2002 to regain Welsh Premier status.

Since then, the club's fortunes have gone up and down, with spells in the Welsh Premier League, a number of years as a semi-professional club following a sponsorship-deal before reverting back to full amateur status as well as a flurry of managers before the club settled down with the current committee and management personnel.

Key achievements in recent years

In the last couple of years, the club has worked hard to develop and create a One Club image encompassing both juniors and seniors. While improving its first team performance, the club has been keen to build on the success of Welshpool juniors to create a path for young, talented players to develop and join the senior teams. The club also has a women's team which it is going from strength to strength and overall, the club's aim is to encourage the next generation of boys and girls to take up the sport. Not only has the club developed a pathway for players, but it has also started routes for junior players to become coaches and referees.

Club Vision

Welshpool Town FC is a sustainable grassroots football club which is striving to be at the heart of the local community, inspiring people through the power of football.

Mission Statement

Welshpool Town FC strives to make a positive contribution to personal, social, technical and tactical development. We aim to instil life skills whilst maximising potential and creating players that can be 'the best they can be', in a safe and secure environment.

The football club benefits from a variety of facilities that provide excellent training and competition facilities. The club encourages our players to play attractive, attacking football that is based on possession of the ball, aiming to produce players that can compete at the highest level.

Ultimately Welshpool Town FC aims to create positive global citizens that will go on to have a positive impact and experience in football and in their community.

Club Values

The club's values are:

- Diversity and Inclusivity through Participation
- Integrity and Fairness on-and-off-the- Field
- Community Focus and Involvement

Club Profile

270

Registered club members

182

Registered male players

42

Registered female players

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Registered players with a disability

14

Number of teams

46

Number of club volunteers

Strategic Alignment

FAW Our Wales: The strategic plan for Welsh football 2021 - 2026

As a platinum accredited club Welshpool Town FC take a deep interest in the plans and strategies of the FAW. The club ensures that at least one volunteer from the club attends meetings and seminars where the FAW outlines its future in order to make sure that the club's plans align with those of the FAW.

FAW Grassroots - Enhancing lives through football

Welshpool Town FC is a grassroots club, which prides itself on having created a pathway from junior to senior football. Not just in terms of players, but also as regards coaches and refs thus ensuring that the FAW mantra of enhancing lives through football is met.

Public Health Wales: Our long-term strategy 2023 - 2025

By promoting the playing of football Welshpool Town FC contributes to the physical and mental health of its members.

LA - Local authority strategies

Waiting for relevant facilities strategy from Powys County Council/FAW

FAW - Future club vision

The fact that the club has embraced the idea of a Club Development Plan is evidence of its commitment to the FAW Future Club Vision.

Strategic Pillars

Pillar 1

Participation and inclusion.

To ensure that the club offers the best possible opportunities for more activities and participation growth

Objectives

Increase participation in both mixed and girls across all age groups of the club

Action Plan

1. Review and determine the need for further junior teams especially for girls

2. Create action plan based on review to grow participation in identified age groups.
3. Ensure there are available trained/ DBS checked coaches to meet the player participation.

Responsibilities

Objective	Club committee.
Action Plan 1	Coaches and Coach Co-ordinator.
Action Plan 2	Secretary and Coach co-ordinator
Action Plan 3	Secretary and Safeguarding Officer.

Measure of success

Increase in participation of juniors up by 20%. Increase in participation of girls and women up by 30% Increase in trained coaches up by 20%

Establish a men's Youth team to improve the player pathway we offer.

Action Plan

1. Review and determine the need for a men's Youth team.
2. Recruit players internally/externally to create the men's Youth team
3. Recruit coaching staff to deliver men's Youth team football.

Responsibilities

Objective	Senior coaches
Action Plan 1	Coaching team
Action Plan 2	Coaching team + secretary
Action Plan 3	Coaching staff, secretary + Safeguarding Officer

Measure of success

Men's Youth team established by 27/28. Increasing participation in senior youth/men's football by 25 players at the club

Focus on increasing the number of women's senior players at the club.

Action Plan

1. Review and support the Women's team and to look into developing a recreational team
2. Create action plan based on review to grow participation in identified age groups.
3. Recruit coaching staff to deliver more women's football.

Responsibilities

Objective	Women's coaching team, Coach Co-ordinator
Action Plan 1	Relevant coaches and senior players
Action Plan 2	Secretary and Coach Co-ordinator.
Action Plan 3	Secretary and Safeguarding Officer

Measure of success

Creation of women's recreational team by 27/28. Increase of over 16 players in senior women's teams by 20%

Set up and establish a walking football team at the club.

Action Plan

1. Review and determine the need for a Walking Football session at the club to include promotion, facilities, costs and recruitment of participants. Also identify a member/members of the club to lead walking football.
2. Work with FAW Club Development/Participation Officers to promote the sessions. Set Walking Football Team up on comet under Welshpool FC. Players to be registered accordingly
3. Identify appropriate facility to deliver walking football at. Promote the sessions through social media platform,

Responsibilities

Objective	Club committee + Glyn Harding
Action Plan 1	Club committee + Glyn Harding
Action Plan 2	Glyn Harding + secretary
Action Plan 3	Secretary + Glyn Harding + Social media members

Measure of success

Creation of a Walking Football Team at the club 30 walking football sessions delivered each year Recruit a minimum of 20 members for WF team

Pillar 2

Facilities & Access to quality and inclusive facilities

To provide well-maintained and sustainable pitches as well as fit-for-purpose toilets and changing rooms in order to offer suitable and satisfactory playing facilities.

Objectives

Improve the facilities on The Wayne Evans Playing Fields

Action Plan

1. Create a community hub with opportunity to serve drinks and snacks.
2. Purchase deep-spiking equipment.
3. Review the possibility of installing changing rooms.

Responsibilities

Objective	Club Committee
Action Plan 1	Secretary + groundsman
Action Plan 2	Secretary + groundsman
Action Plan 3	Club Committee

Measure of success

Community hub up and running. Purchase of deep-spiker. 2 changing rooms.

Improve the club's facilities @ Maesydre Recreational Ground

Action Plan

1. Review current facilities with a view to improve the players' changing rooms, include an extra changing room for officials, a medical room, laundry facilities, restore and make better use of storage area and investigating the possibility of an in-house unisex/disabled toilet.
2. Repair or replace permanent dugouts on Maesydre main pitch.
3. Replace current floodlights with LED

Responsibilities

Objective	Club Committee
Action Plan 1	Club Committee + Senior team coaches
Action Plan 2	Club Committee + Senior team coaches
Action Plan 3	Club officers + Senior team coaches

Measure of success

Club facilities @ Maesydre improved and expanded to meet the club's needs without compromising its financial commitments.

Investigate the possibility of a flood-lit winter training facility

Action Plan

1. Engage with FAW, CFF and PCC - looking at the need of such a facility
2. Engage with the local community for support including financial contributions
3. Develop sustainable plan and design

Responsibilities

Objective	Club Committee
Action Plan 1	Chair + Secretary
Action Plan 2	Club officers
Action Plan 3	Chair + Secretary

Measure of success

A solution to the current lack of suitable winter training facility.

Pillar 3

Community Engagement: Volunteers and Events

To ensure that all volunteers are happy in their roles, meet their full potential and help the club's succession planning,

Objectives

Recruit new volunteers

Action Plan

1. Review and determine all volunteer roles within the club - job descriptions to be created..
2. Introduce succession planning
3. Actively look for volunteers to fill club roles

Responsibilities

Objective	Club committee + Volunteer Co-Ordinator
Action Plan 1	Volunteer Co-ordinator + secretary
Action Plan 2	Chair + secretary
Action Plan 3	Club members

Measure of success

Job descriptions for all volunteer roles created. Number of players returning as volunteers – 10%. Increase in volunteers by 20%.

Club retains its Platinum Accreditation Status

Action Plan

1. Via the coach matrix certify that all coaches and team-helpers have up-to-date DBS checks and relevant FAW qualifications.
2. Survey all volunteers to make sure that individual training needs are met and that volunteers are confident in their roles.
3. On-going review of all volunteers to ensure that mentoring support is in place if needed.

Responsibilities

Objective	Secretary
Action Plan 1	Secretary + Safeguarding officer
Action Plan 2	Secretary + Volunteer Co-ordinator
Action Plan 3	Secretary + Volunteer Co-ordinator

Measure of success

Club to achieve Platinum Accreditation status

Increase activities both within the club and outside of football

Action Plan

1. Set-up Event Committee with clear aims and objectives
2. Target local schools with football activities
3. Take part in local events

Responsibilities

Objective	Secretary + new Event Officer
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Action Plan 1	Chair + secretary
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Action Plan 2	Event Committee + coaches
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Action Plan 3	Event Committee
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Measure of success

Events @ the Wayne Evans Playing Fields: Volunteer Days; BE.FC football; fun football sessions. Active relationship with local schools. WTFC participation in Carnival, Fireworks Night; Winter Festival etc.

Pillar 4

Sustainability: Governance, Finances & Environment

To ensure a healthy and sustainable club

Objectives

To ensure the club complies with all legal and professional requirements

Action Plan

1. As a C.I.C. the club prepares its annual report and accounts
2. The club ensures that it meets the requirements of the FAW Accreditation Scheme.
3. The club take notice of and distributes all FAW directives to relevant members of the club.

Responsibilities

Objective	Secretary
Action Plan 1	Secretary + Club Accountants
Action Plan 2	Secretary
Action Plan 3	Club Committee + secretary

Measure of success

All annual reports and accounts submitted on time. The club attains FAW Platinum Accreditation status. All club members are kept informed of all FAW directives.

To ensure the club is in a healthy, financial state

Action Plan

1. To balance income and expenditure at all times.
2. To pursue all possible grant opportunities
3. To explore other income streams.

Responsibilities

Objective	Chair, secretary + treasurer
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Action Plan 1	Secretary + treasurer
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Action Plan 2	Secretary
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Action Plan 3	Club committee
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Measure of success

Minimum of £5000 in total in bank accounts at any given time. Successful grant applications every season. Income generation from sponsorships, events and other activities up by 20%

To enhance and improve the club's green credentials.

Action Plan

1. To introduce recycling.
2. To create a boot/kit re-usable scheme
3. To explore other ways of saving energy.

Responsibilities

Objective	Secretary + club officers
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Action Plan 1	Secretary
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Action Plan 2	Coaches
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Action Plan 3	Secretary
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Measure of success

Introduction of Recycling scheme at Maesydre and the Wayne Evans Playing Fields.
Boot and kit scheme established. Action plan for energy saving measures completed.

Pillar 5

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Objectives

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Action Plan

1.

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2.

Not Yet Complete.

3.

Not Yet Complete.

Responsibilities

Objective

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Action Plan 1

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Action Plan 2

Not Yet Complete.

Action Plan 3

Not Yet Complete.

Measure of success

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