

AFC Kesgrave



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Business Case for Football Facilities

November 2018

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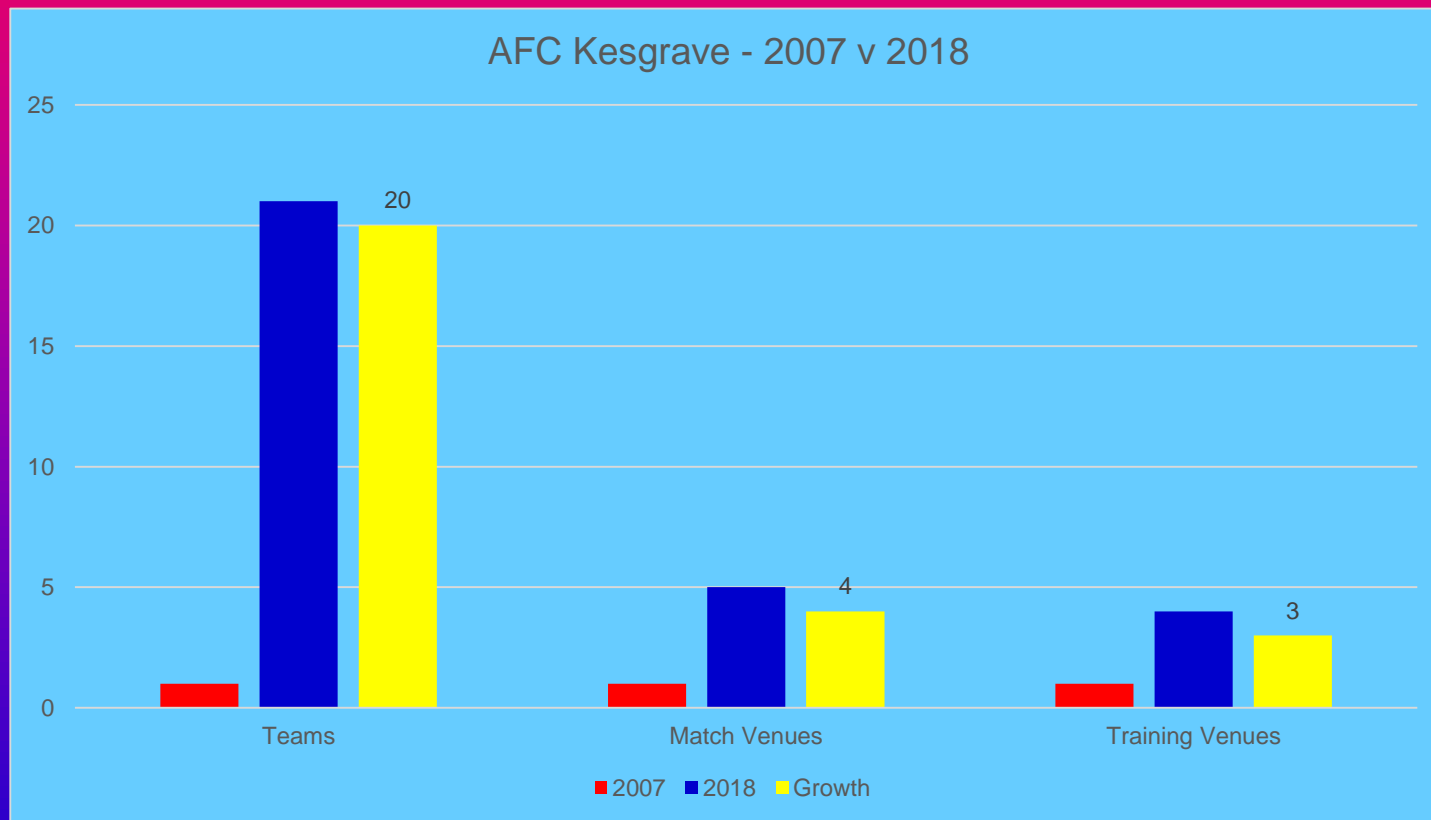
AFC Kesgrave – 2007 v 2018

Total Numbers	2007	2018	Growth
Teams	1	21	20
Match Venues	1	5	4
Training Venues	1	4	3

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AFC Kesgrave – 2007 v 2018



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AFC Kesgrave Facilities – In Kesgrave v Outside Kesgrave

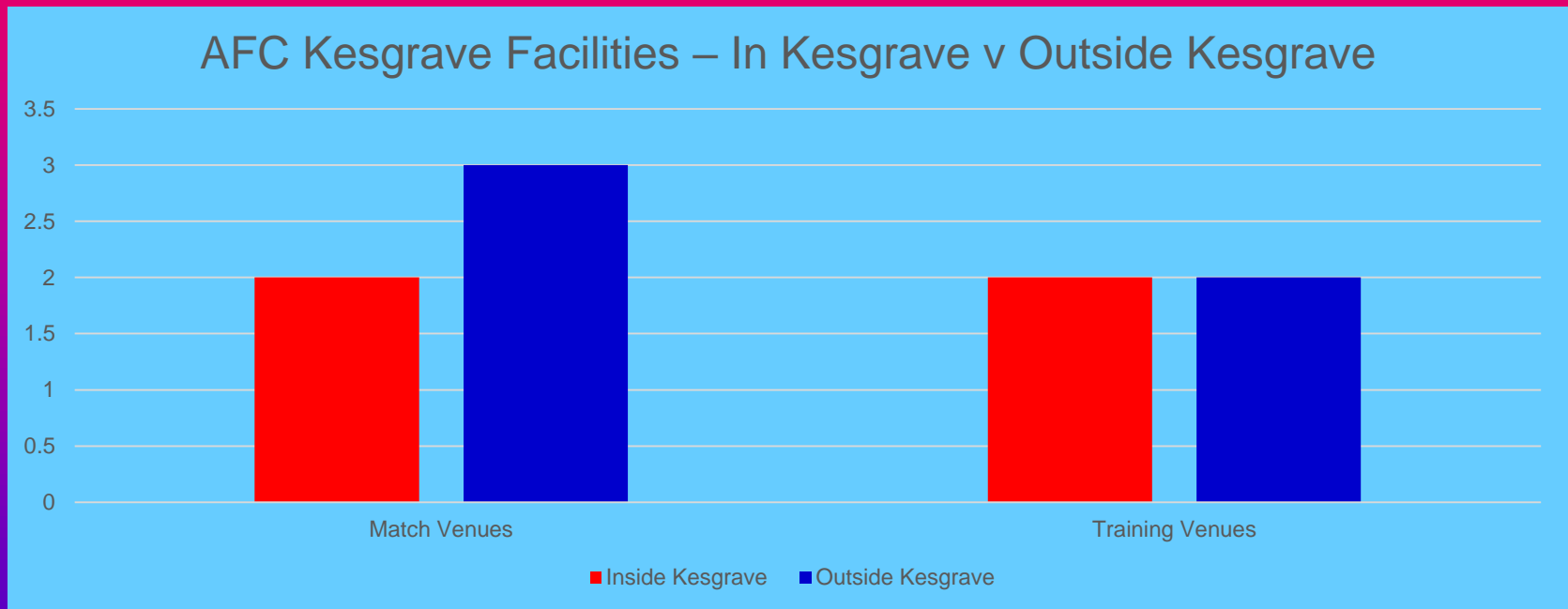
Type of Venue	Inside Kesgrave	Outside Kesgrave
Match Venues *	2	3
Training Venues	2	2

- Current adult men's "A" Team on 1 year trial at KWMCC for 2018/19 season, so may need alternative venue in 2019

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AFC Kesgrave Facilities – In Kesgrave v Outside Kesgrave



* Current adult men's A Team on 1 year trial at KWMCC for 2018/19 season, so may need alternative venue

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Venues

Match Venues	Training Venues
KWMCC Twelve Acre Approach, Kesgrave	KWMCC Twelve Acre Approach, Kesgrave
Kesgrave High School Main Road, Kesgrave	Kesgrave High School Main Road, Kesgrave
Ipswich School Sports Centre Rushmere St. Andrew	Ipswich School Sports Centre Rushmere St. Andrew
Sidegate Lane Primary School Sidegate Lane, Ipswich	Gainsborough Sports Centre Brazier's Wood Rd, Ipswich
Inspire Suffolk Lindbergh Road, Ipswich	

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AFC Kesgrave – Yearly Growth

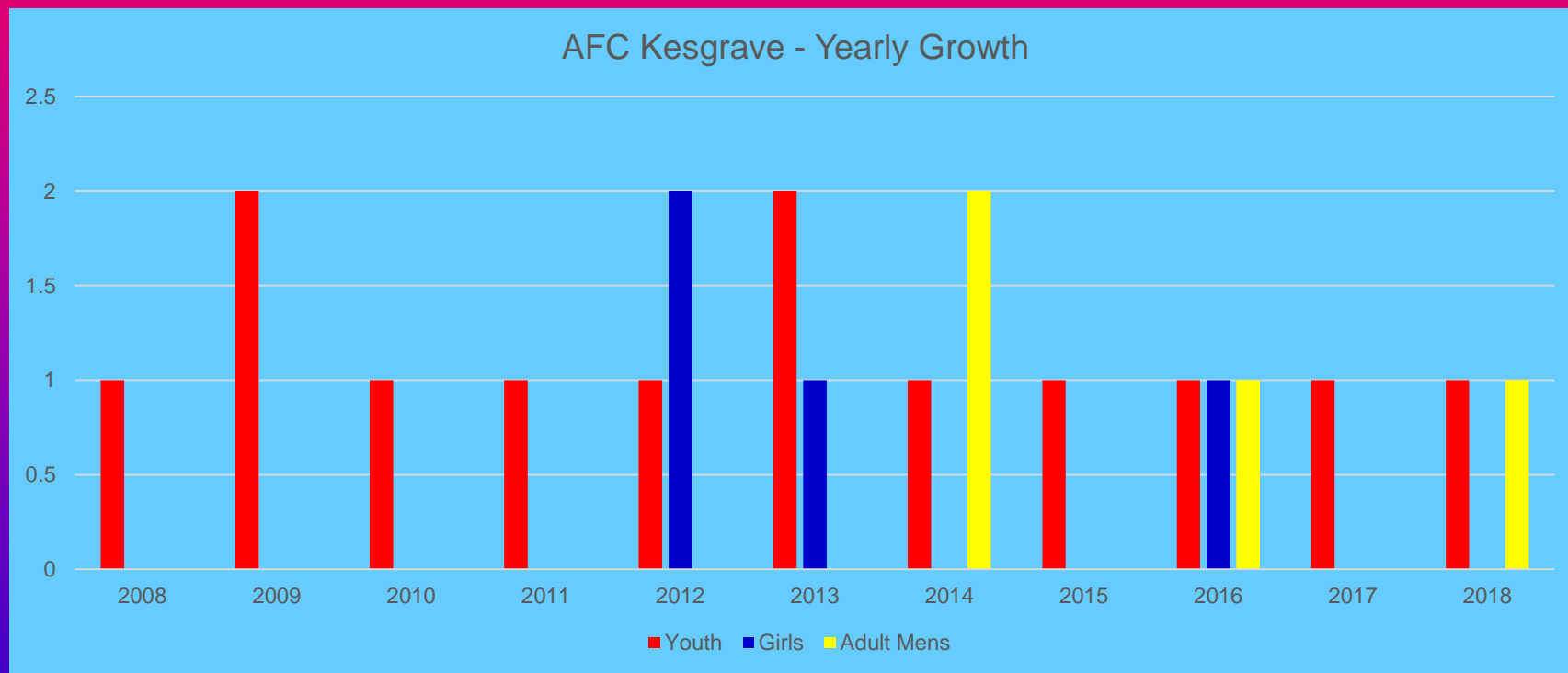
Year	Youth	Girls	Adult Men
2008	1		
2009	2		
2010	1		
2011	1		
2012	1	2	
2013	2	1	
2014	1		2
2015	1		
2016	1	1	1
2017	1		
2018	1		1

This demonstrates yearly growth in terms of age groups added. It doesn't factor in that some age groups have more than 1 team. This also doesn't include age groups/teams dropping out, which applies to girls only.

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AFC Kesgrave – Yearly Growth



This demonstrates yearly growth in terms of age groups added. It doesn't factor in that some age groups have more than 1 team. This also doesn't include age groups/teams dropping out, which applies to girls only.

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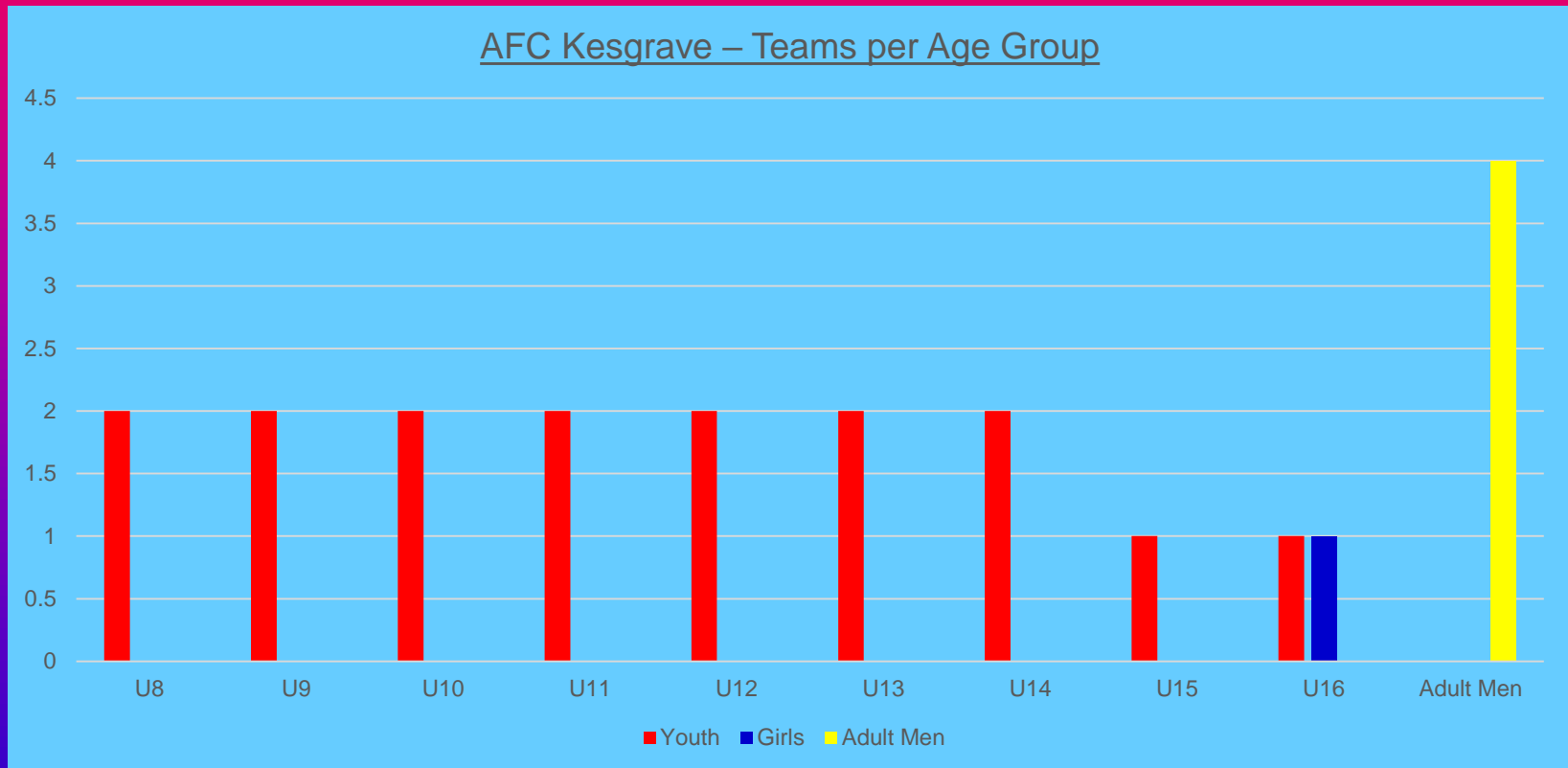
AFC Kesgrave – Teams per Age Group

Year	Youth	Girls	Adult Men
U8	2		
U9	2		
U10	2		
U11	2		
U12	2		
U13	2		
U14	2		
U15	1		
U16	1	1	
Adult Men			4

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AFC Kesgrave – Teams per Age Group



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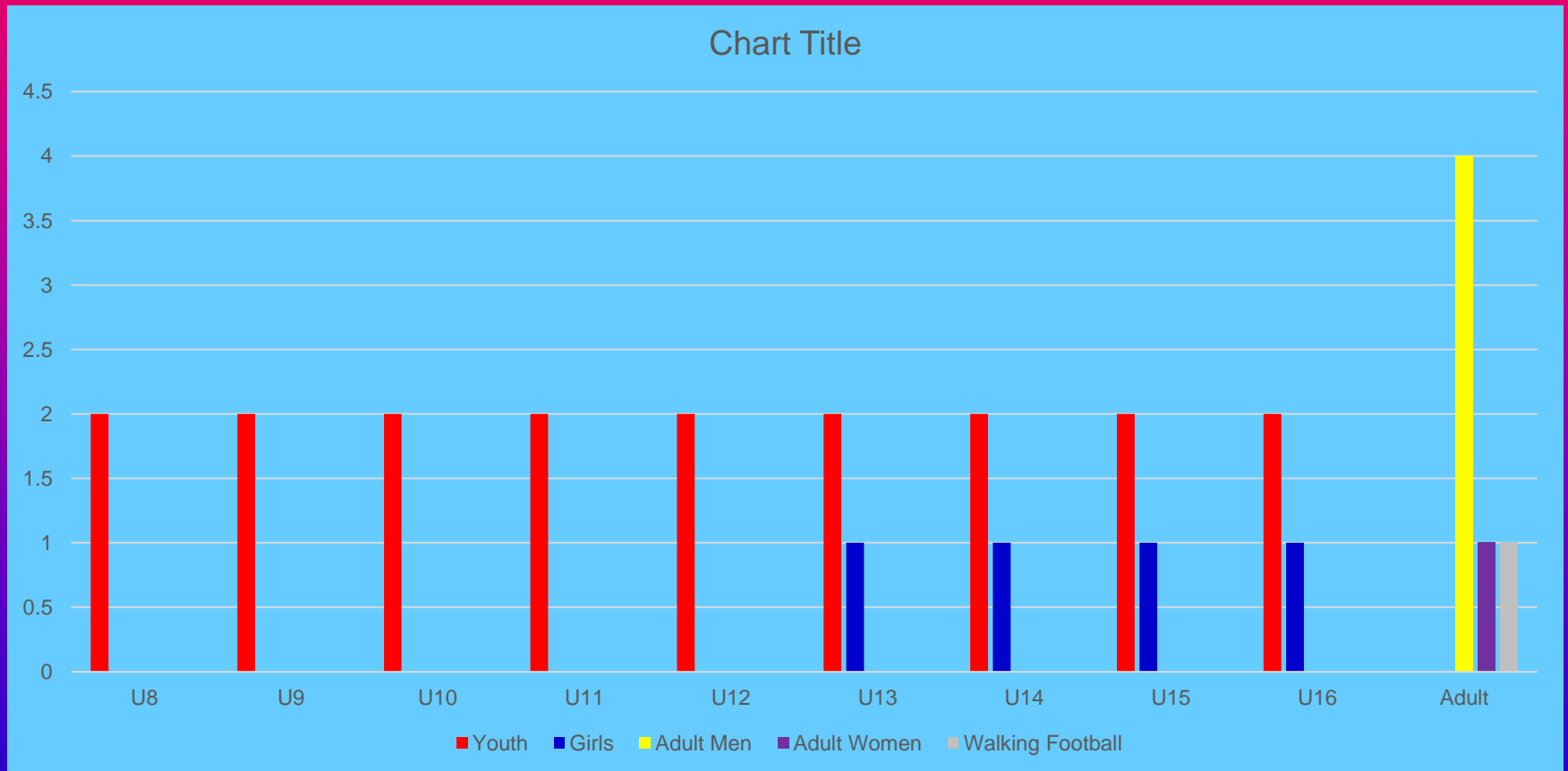
AFC Kesgrave – Projected Teams per Age Group in 2023

Year	Youth	Girls	Adult Men	Adult Women	Walking Football
U8	2				
U9	2				
U10	2				
U11	2				
U12	2				
U13	2	1			
U14	2	1			
U15	2	1			
U16	2	1			
Adult			4	1	1

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AFC Kesgrave – Projected Teams per Age Group in 2023



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Challenges/Constraints with Facilities Outside of Kesgrave

- We are looking to achieve a higher level for our adult football but playing outside of Kesgrave does restricts our offering. Facilities are a major attraction for players and a high proportion prefer dedicated facilities that create a more stable base. Our adults have had 2 venues in 4 years – the first being a sharing arrangement with Ipswich Wanderers. As “tenants” we were actually asked to move on after 1 season due to a Committee member wishing to explore a potentially more lucrative financial proposition with another club – this was later withdrawn and we remained for a further season. However due to further changes within the club we were asked to leave at the end of the second season. We are now in our 3rd season at current venue which we also share with another club. This owned by Ipswich School – football is not part of their curriculum so this could be removed at any time.

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Challenges/Constraints with Facilities Outside of Kesgrave – cont.

- More difficult to get sponsorship, especially from local businesses situated in Kesgrave when teams are playing outside of Kesgrave e.g. potential audience reduced and less likely to be Kesgrave resident
- More difficult to “sell” ourselves as a club
- Less likely to encourage local children when parents may have to travel outside of Kesgrave, therefore may as well consider clubs outside of Kesgrave
- Multiple venues means regular movement for matches for youth teams - temptation is to join a club with more dedicated facilities

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Benefits to Kesgrave

- A successful football club can help unite the community and enhance the reputation of Kesgrave, creating a “feel good factor” e.g. the relative success of this years World Cup in Russia really united the country – it could really do the same with Kesgrave
- Opportunity for local children to attach themselves to a local football club instead of looking outside
- Facilities within Kesgrave – more convenient for parents to drop off/pick up and become involved
- Social facilities and sporting events to provide a focal point for a community to come together

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Short to Medium to Term Plans

- Progress adult men's 1st team to Step 7 of National League System (Step 1 being the highest prior to Football League)
- Progress adult men's Reserve and "A" teams to support 1st team
- Maintain new U8 team season on season
- Expand Girls Section
- Introduce Programme to Coach Coaches
- Explore more funding/sponsorship opportunities
 - Recently received £4000 from Tesco charity scheme

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Medium to Long Term Plans

- Progress adult men's football to step 6 and above of the National League System
- Secure facilities that will support this growth at adult level and provide a base on which to further enhance the development of youth football for both boys and girls - a place to call "Home"

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English Football League Structure

The National League Step System sits inside the Pyramid System and feeds into it via relegation/promotion.

English Football Pyramid System								
Level 1	Premier League							
Level 2	EFL Championship							
Level 3	EFL League One							
Level 4	EFL League Two							
National League Step System								
Level 5	Step 1	National League						
Level 6	Step 2	National League North		National League South				
Level 7	Step 3	Northern Premier League (Premier Division)	Southern League (Central Division)	Southern League (South Division)	Ishmian League (Premier Division)			
Level 8	Step 4	Northern Premier League (Division One West)	Northern Premier League (Division One East)	Southern League (Division One Central)	Southern League (Division One South)	Ishmian League (Division One North)	Ishmian League (Division One South Central)	Ishmian League (Division One South East)
Level 9	Step 5	Eastern Counties League Premier Division			Woodbridge Town FC			
Level 10	Step 6	Eastern Counties League Division One						
Level 11	Step 7	Suffolk & Ipswich League Senior Division						
Level 12		Suffolk & Ipswich League Division One			AFC Kesgrave			
Level 13		Suffolk & Ipswich League Division Two						
Level 14		Suffolk & Ipswich League Division Three						
Level 15		Suffolk & Ipswich League Division Four						
Level 16								
Level 17								
Level 18								
Level 19								
Level 20								
Level 21								
Level 22								

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Club Directives

- Consistent approach to coaching
 - Player Centric
 - Development of Players (and coaches)
 - Good Techniques
 - Good Team Play
- Ethos/Reputation
 - Build reputation based on above
- Focus on U7/U8's year on year
- Respect to all
- Aim to be the club of choice

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Young Player Development

“The club's aim is to concentrate on the development of players. The development of good habits, technique, team play and social skills are key.”

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Facilities Required/Desired

- 2 to 3 Full size pitches – 11 v 11
- 2 to 3 ¾ size pitches – 9 v 9
- 2 to 3 mini soccer pitches – 7 v 7
- 2 development pitches – 5 v 5
- Floodlights on main pitch
- Multi Use Games Area (MUGA) with floodlights for training and development
- 4 Players Changing rooms
- 2 Official changing rooms
- Club House
- Meeting room
- Classroom/Presentation room
- Kitchen/Laundry facilities
- Potential to provide covered spectator area/seating

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Core Committee Members

- Brendan Tuck - President, Club Founder
- Dave Collins - Chairman
- Ellen Coldwell - Vice Chairperson
- Sarah Collins - Club Treasurer
- Carl Shemmings - Secretary
- Daniel Barrack - Child Welfare Officer (CWO), A Team Manager
- Duncan Coldwell - Youth Development Officer, Res Team Manager
- Matt Brennan - Fundraising Coordinator
- Rob Juby - Parents Rep, 1st Team Assistant Manager
- Lottie Andrews, Nick Albins (1st Team Manager), Rik Foreman – General Committee

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AFC Kesgrave v Woodbridge Town Comparisons

	AFC Kesgrave	Woodbridge Town FC
Population	14,168 (2011 Census)	7,749 (2011 Census)
Number of Teams	21	20
National League Step System (1 to 7 - 1 is highest)	Outside of system	5
Football League Pyramid	12	9
Self contained club house and football facilities with stand and floodlights	No	Yes

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Club Successes

At adult level we have had some success since starting in 2014:-

- 2018
 - 1st team - Suffolk Junior Cup Winners
 - Reserves – Promotion gained from Intermediate C to Intermediate B
- 2017
 - Reserves moved from Division 5 to Intermediate C
- 2016
 - Reserves moved from Division 5 to Division 4
- 2015
 - 1st team - Division 2 champions and promoted to Division 1
- 2014 - 1st season at adult
 - 1st team - Promotion gained from Division 3 to Division 2
 - Reserves – Promotion gained from from Division 6 to Division 5

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Club Successes – cont.

- As a club we don't necessarily recognise success at youth level in terms of trophies etc, instead its about sustainability, growth, development, inclusion and enjoyment
- U8 team established year on year since forming in 2007 – this was one of our original targets and focal areas when first formed
- Coaching programme introduced for 4-6 year olds to feed U8's
- Charter Standard Status achieved at youth level (within 3 years of forming)
- Girls football introduced
- Adult football introduced – this has introduced a pathway from U8 football through to adult football