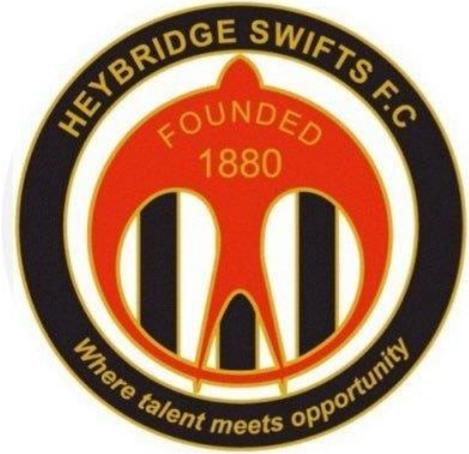


Swifts Community Project

Swifts Community



'Where Talent Meets Opportunity'



Swifts Community

Swifts Kit for 2019/2020



I have put a selection of kit which I hope you agree looks stylish, modern and will help support given the best impression on and off the pitch. I feel going with Nike is affordable and the best provider for this kit is a Company called **DiscountFootballKits.com**

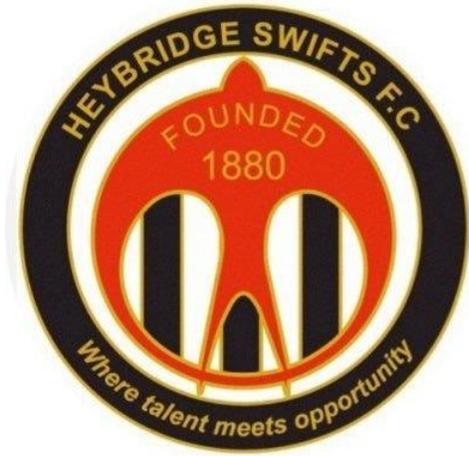


discountfootballkits.com
the UK's leading teamwear specialist

Swifts Community – 3 Year Plan



Ultimately, these can change if progression is quicker than expectation



Swifts Community

Price Per Hour/Event

School Support

£10.00 - £15.00 Per Hour

12th Man

£15.00 a Head

School Support for Swifts Community (Year 1)

- Negotiation upon request of School
- Premier League Primary Stars to support School in the future
- Creating opportunity to engage more Schools to attend Youth Training Sessions
- After School Clubs to help advertisement of Schools to attend 1st Team football Matches.
- Continuous Cash flow to be generated for Project Development

12th Man for Swifts Community (Year 1)

- Engage Teams or Schools to be part of Match Day experiences
- Continuous Cash flow to be generated for Project Development
- Players to experience training session on 1st Team Pitch
- Teams/Schools/Players to meet 1st Team Players and Management
- Teams/Schools/Players to receive signed programs from 1st Team Players and Management
- Teams/Schools/Players to be Mascot for the game
- Teams/Schools/Players to receive Hot Dog, Burger, Pie and Chips



Swifts Community

DEVELOPMENT CENTRE

Price Per Hour/Event

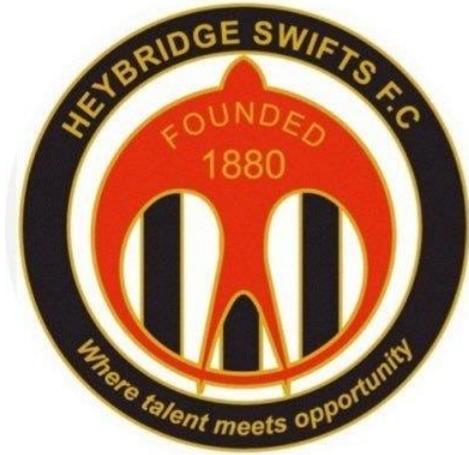
£5.00 a week

(Reduced rate if paid over a term)

Kit can be looked into when we understand what costs will occur

Development Centre for Swifts Community (Year 1)

- Using appropriate facility to cater and enhance player development
- Provide the best quality of coaching available
- Guide players to play for our Youth teams and ensure they are appropriate for that age group
- Ongoing experiences with current First Team players and Management to feel included in our Men/Junior Culture within the club
- Friendlies with other local sides, development groups and professional clubs to strive and work towards a goal for each month
- Give players the opportunity to purchase kit which will increase revenue and branding for the club



Swifts Community

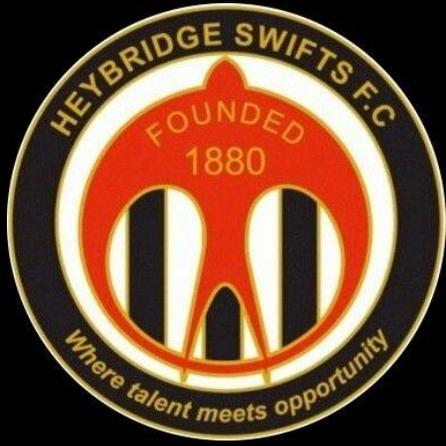
Price Per Hour/Event

£3.00-£5.00

Walking Football for Swifts Community (Year 1)

- Engagement for the older generation
- Giving back to the older Community to develop new friends which could develop relationships with promotions of entry into First Team games which provides more revenue at First Team games
- Gaining more participation in Physical education
- Supports gaining Premier League Primary Stars status
- Allows participants the opportunity to use facilities of the club and feel included in the journey





Swifts Community

Price Per Hour/Event

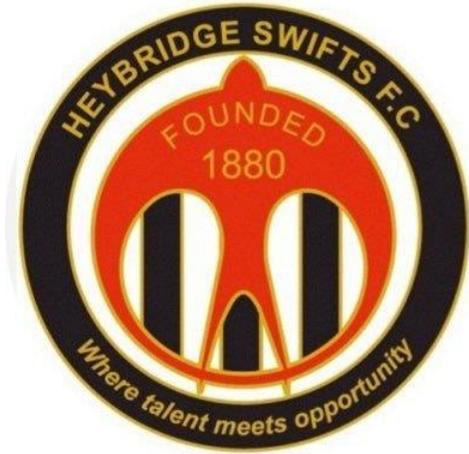
£5.00 a week

(Reduced rate if paid over a term)

Kit can be looked into when we understand what costs will occur

SSE Wildcats for Swifts Community (Year 1/2)

- Application to go through to Essex FA to gain acceptance to run program (Easy to apply)
- Development of Girls Football in Local Community
- Currently **NO** SSE Wildcats in Maldon
- Funding provided by FA to provide SSE Wildcats
- Create opportunity for more revenue through charging for services
- Create opportunities for Friendlies against other SSE Wildcats to have a goal to reach at the end of each term
- Progression to create girls football teams within our own Youth Structure
- Gaining more participants support Premier League Primary Stars
- Give players the opportunity to purchase kit which will increase revenue and branding for the club



Swifts Community

Price Per Hour/Event

£15.00 - £20.00

Holiday Camps for Swifts Community (Year 1/2)

- Currently set up within our Youth/Men's development
- Use this as gaining more revenue through payments, food and drink (In conjunction with the Youth Section)
- Have special guests coming in to support and grow the participation of players from Heybridge and the wider audiences (Maldon, Witham and Tiptree)
- Increase in participation mean increase in Revenue
- Support application for Premier League Primary Stars
- Prizes and rewards for players which promotes the club or gains more attendance for First Team matches
- Gains more publicity for the club to grow and supports development of players for Youth Structure



Swifts Community

Price Per Hour/Event

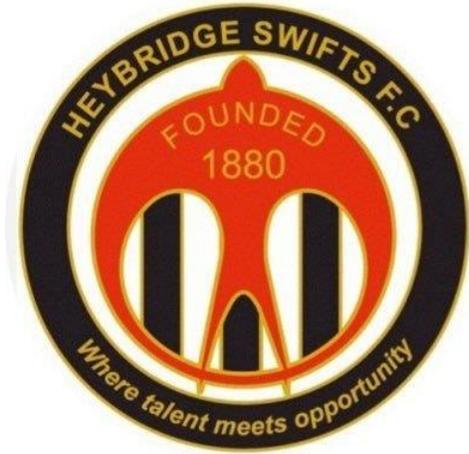
£7.00 a week

(Reduced rate if paid over a term)

Kit can be looked into when we understand what costs will occur

Premier League Primary Stars for Swifts Community (Year 2/3)

- Long process when applying for Premier League Primary Stars
- Huge Financial rewards if accepted for Premier League Primary Stars
- Financial rewards increases every year but certain targets have to be met every year to keep status
- Starts at £10,000 and could increase to around the £30,000 if the increases are shown from their expectations
- These include participation in girls football, Supporting Disability, Registers increase, development in working with schools
- Premier League Primary Stars is more about the development of teachers and using sport more within every day Schools teaching i.e. Maths, English, Science Etc...
- Having the School come down to the club and using the markings to work out things or using the seating to show averages etc...
- Decrease in using sport and having Active Teachers keeping engaged in the challenge



Swifts Community

Football Tournaments

Gain local Schools to enter Schools to enter Football Tournaments, this will allow us to talk to Schools about what we offer and gain a better promotion on our brand and where we can help

Other Plans for Swifts Community (Year 1/2/3)

Fa Coaching Badges

Allowing current coaches, players or new coaches to become qualified to coach using contacts I have we can do this. Gaining revenue from this is key and can be achieved from reducing prices with more participants but adding additional for hire etc....

Outside Football Development

Working in the local community to support causes which will enhance the profile of Swifts Community. For example, inviting Heybridge Behavioral School and working with them to work on social skills, team building and impacting their life.

Creating Own Academy

Creating our own Academy will bring in our own revenue, support our own players from day to day operations and work with the First Team closer and allow players with potential to flourish in our capable hands of our own Coaches and First Team Management. Ultimately we financially gain in this process also

How can we gain Revenue from this?

- Increased revenue from publicity at First Team Games **(Average of 20-40 people more a game)**
- Kit that is purchased by participants **(Average of £10.00 profit from each product)**
- Payments made by participants when at Events: Walking Football, SSE Wildcats, Development Centre's, Holiday Camps (Either Cash or Transfers)
- Funding by Essex FA or FA (SSE Wildcats/Premier League Primary Stars)
- 12th Man at every Home game (through payment of each player, drinks and food that is purchased at the game)
- Football Tournaments and asking small payments to enter
- Working with Schools and after School Clubs at Schools
- Holiday Camps with big attendances can be a fantastic opportunity
- In due course, opportunity for Academy to be launched with the chance to gain around £2000.00 from each player. Squad of 20 for instance could gain an advantage of £40,000 alone without everything on top of this.

Expenses

- Salary of Director of Swifts Community
- Kit for Coaching Staff working for the project
- Insurances to work in School (Public Liability) Could be in place now?
- Additional Staff (if required)
- Equipment to take into Development Centre's, Holiday Camps, Schools and supporting Events hosted by Swifts Community.

Any Questions?

'I have a commitment, love, passion and the understanding to make this work if you are on board with me! I am prepared to quit my job and start this as soon as I get the go ahead.'

'My goal is to make this project one a success and two beneficial financially for the club. I commit to making this my project and will not back down from the challenge.'

Ultimately however, the decision is down to yourself?



Swifts Community

Plans for next steps in Swifts Community (Months 1-3)

- Establish name and development within the FA Structure ensuring that the Community Project is under the guidance of FA Laws.
- Make plans and meeting to work within local Schools in either after School Clubs and during School hours to gain relationship by doing promotions and giving great first impressions to Schools.
- Link closely with Youth Section to build good foundations for Holiday Camps and increase numbers with the guidance and support of Community Swifts
- Construct 12th Man project for remaining home fixtures to work for new season and build a team or group for each home game for the 2019/2020 season
- Design and order leaflets for events that will be hosted by Community Swifts and gain interest and promotion on our Project through advertisement (Website, Fliers, Leaflets and Posters and SwiftsCast)
- Design a linked in section of Website with the support of James Colasanti
- Devise plans for locations of Development Centre's and Holiday Camps with dates to arrange with appropriate locations about this.
- Liaising with players to support sessions and the growth of participation through First Team involvement.



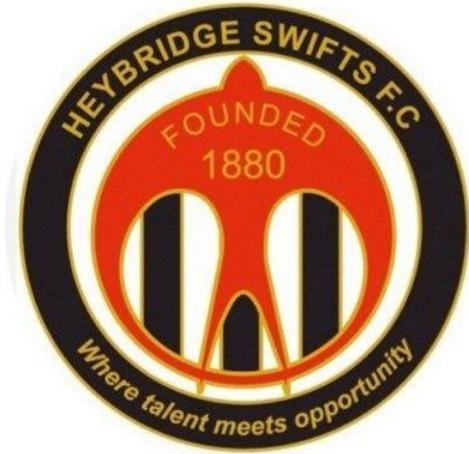
Swifts Community

Schools/Organization to get involved with potentially:

- Heybridge Primary School
- Heybridge Provisional School
- Maldon Primary School
- Maldon Court Prep School
- All Saint CofE School
- Saint Francis Catholic School
- Woodham Walter Catholic

Plans for next steps in Community Swifts (Months 3-6)

- Continue to grow and development Centre's and Holiday Camps moving forwards
- Commit to three Schools by the end of the the 5th month to work closely in either After School clubs or during school activities
- Have established own website and booking operations to make it easier for banking and cash flow (James Colasanti)
- Move into Disability/Behavioral Schools and work closely with them to give them a different dynamic of life through sport.
- Work with developing the idea of Walking Football and marketing on what would be better for the older generation and the days and times that suit the individual needs.
- Have established the 12th Man and have most Home games filled with Teams/Groups for our 12th Man Project
- Research into Schools and current programs and schemes in place that we can beat or compete with



Swifts Community

Finally...

'My philosophy is to provide an education that will help support the development of a person and a player in sport, but also in everyday life. Creating friendships and allowing the opportunity for all to enjoy sport and life through the great work of Heybridge Swifts Football Club.

Ensuring the name of the club will always remain as a club that will live in memory of great achievement on and off the pitch, fulfilling dreams and creating a Community which will always be too strong to break.

Rome certainly wasn't built in a day, but we can certainly put the foundations in place to build an empire in the world of sport. Today could be that day! '