



PORTLAND UNITED FOOTBALL CLUB



PUFC – Starting A Long-Term Plan

Developing a long term plan for the Club will ensure that everyone at the Club then has a guide, including the all of the management (1st team, reserves and youth team) and we need to set it out to the Managers, for them to work within the Club's framework

We want the Club to be '1' team

What is the long-term ambition of PUFC?

Community Involvement – The Club can become a Hub for Portland

Family Friendly Club

3G Pitch, so youngsters can use the facility and we can get schools involved, maybe a PUFC Training Academy

Develop more revenue streams to support the Club at this level and higher. We have been approached to look at Skittles and Darts etc

If we then get higher in the Wessex League, we can consider promotion

Pathway for young local lads.

Problems

We struggle to attract players from afar, we cannot afford to pay them big £ and they have too many options closer to home.

Most away games are a trek.

Financially we cannot afford to pay big money with our current levels of income.

For the Club to develop and be able to progress up the Pyramid, we must have a steady succession of players coming through our own system

Managers have typically come and gone in recent years, average say 2 years but less in difficult times. The Club do not tend to sack managers, but managers inevitably want success and create their own pressure. We can now reset, reduce this pressure, and rebuild

We have a fantastic army of volunteers and supporters, but some are doing too much, and we could do with more to share the workload



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Solutions

As a Club we should set the Plans / framework for the Management to work within the Clubs structure, whilst they get on with the job as they want. The committee do not interfere day to day

If we want the youth team to progress into the reserves and the reserves to progress into the 1st team, The Club have to make sure that path is encouraged (both ways) and players see a real Pathway

The first few training sessions of the season will be combined

As we now own the Freehold to the ground we can explore longer term options to generate more revenue for the Club to ease some of the financial issues ie 3G pitch, more income from the Club generally (using the space) but this is not a short term fix

We now have a Commercial Manager in place

We need to find ways to attract the best young players in the area to PUFC, within our limited budget and with the geographical issues that we face.

We have a reserve team in DPL, 1st team in the WL and an Under 18s in the Dorset County League, a great ground, and the best Pitch. We should be able to get enough players who 'want' to play for Portland, irrespective of financial reward.

We need a plan broken down into short, medium, and long term and work backwards and forwards through that.

Social Media – links to the younger generation!

The Club needs to become more of a Hub. Can we get the players training at the Club again (find a way to utilise the training pitch behind until we get the 3G)



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How do we improve on our own flow of future players

- U18 side
 - Started 2022/23 season
 - Plenty of talent locally now for the next 3 years
 - Aim to get this established, demonstrate the Pathway
 - This will then start to attract more players from around the county and it will snowball.
 - The U18 side is a vital Cog in the development of the Club
- Our Reserve side
 - Players must aspire to play for the 1st team and the Club need to ensure players are not used. (made clear to the Management)
 - We should be aiming for a sensible but high % of young players and players with the prospect of getting into the 1st team with a few experienced, strong players to stick up for them when needed but avoiding too many 'Blockers'
 - No pressure to get results - judged on the number of players progressing
- Potentially an U23 side? After consideration, if the Youth team players need challenging, we will consider midweek friendlies against adult teams. U23 leagues are sporadic and games are of varying quality

Regular Management Meetings to ensure plans are discussed

Need committee representatives at these meetings just to ensure the overall Club plan is the priority.



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How are we going to attract players to Portland on a longer term, sustainable basis?

Pathway is key. Once players see it is working for others and they progress, they will come.

Links to other Clubs & Groups, whilst maintaining our independence

- PUYFC and other local Clubs Redlands etc.... But we need to do some work on these.
- Build relationships with the local Men's teams, Portland Panthers etc.
- Build relationships with other quality local people / coaches
- Local Schools
- Dorset Youth Team
- Lads that drop out of academies at 16 Link to Yeovil, Exeter, Bournemouth etc?

We will not rely on loan players from bigger local clubs, no long-term future of PUFC

It is imperative that we keep our independence.