



A long term vision for the future of Wealdstone Football Club

Where were we 10 years ago?





Why do we need this now?

- We are a unique club and have achieved so much since coming to Ruislip on and off the field
- How much more sustainable progress can we make with our volunteer based model?
- We are a £500k organisation
- Do we just let the future happen or make a conscious plan about the type of Club we want to be
- We have fantastic potential but it will mean determination, focus and change



Focused on a single vision and mission

Draft Mission

Winning and Developing. Brilliantly

Draft Vision

Wealdstone FC will be recognised as a winning team, a pillar of the community and a trusted partner

Some consistent themes have emerged when developing the vision

Wealdstone FC will be recognised as a winning team, a pillar of the community and a trusted partner

Winning & Developing. Brilliantly

Focal point of the community

- Represent Harrow & Ruislip
- High quality football & multi-use social facility for all
- Affordable & accessible
- Family club
- Ownership model

Recruit & develop the best talent on and off the pitch

- At all levels incl. first team, ladies & youth
- Leadership excellence
- Innovative and quality
- Underpinned by core philosophy 'The 'Stones way'

Compete at the highest level in a financially sustainable way

- Play at the highest level in the pyramid
- Financially stable
- Develop range of revenues streams
- The right investment decisions across the club

A developing strategy in summary

Winning and Developing. Brilliantly

What			
	Focal point of the community	Recruit & develop the best talent on and off the pitch	Compete at the highest level in a financially sustainable way
Why	• Maintaining & developing good relationships will enable progress • Community hub develops fan and user base, increasing attendances, growing revenues • Community position can attract funding bodies & local government support	• First & foremost a football club. To maintain momentum, we must continue to progress on the pitch • Develop local talent is key enabler to long term success & status as club of choice • For business to grow we need different model including best available talent	• Never lose desire for success on the field • We cannot over commit financially • We must constantly generate new revenues to survive & invest • Never forget & learn the lessons from the past & from others
How	Brilliant and more relationships	Develop football & coaching philosophy	Long term stadium & facilities development strategy
	Great, affordable, accessible facilities	One Club – direct path from youth to 1st XI	Maximise profit opportunities, invest for the future.
	Digital excellence, how we use customer data	Breeding ground for talent. Links with pro clubs	Ownership model
	Create “The Stones Way” – a culture for our people, supporters & stakeholders		
KPIS.	• Customer Satisfaction scores • Funding application success rate • Number of youth, girls, ladies and pan disability teams	• Number of players progressing to 1st XI • Number of players who move to the professional game • Development of Ladies team	• League & Division • Attendances • Revenue by product/service • Operating profit

Three key themes underpinned by four workstreams

Focal point of the community

Recruit & develop the best talent on and off the pitch

Compete at the highest level in a financially sustainable way

CUSTOMER
Lead:

Develop strategies & plans to attract, grow & retain supporters and customers, across the football club, social club, youth and ladies

- Target average attendance of 1,500
- Aim for 500/1000 season tickets
- Develop a database of 10,000 active & latent fans
- Becoming the Non-League leader in digital media innovation and communication
- Ensuring consistency of the Wealdstone brand
- Supporter attraction and retention strategies
- Regular coordinated promotions and marketing including offers & incentives
- New revenue streams for non match day facilities
- Culture – 'The 'Stones Way'

STAKEHOLDERS
Lead:

Build trusted & sustainable relationships with stakeholders

- Hillingdon Council
- Harrow Council
- MPs (Boris?)
- Landlords
- Local residents
- Football Association
- Middlesex FA
- Funding bodies
- Chosen charities
- Professional club partnerships
- Football Conference
- Football Foundation
- Brewery
- Community user groups
- Ladies and Youth leagues & Associations
- Press and media
- Long term sponsors

PROCESS & INFRASTRUCTURE
Lead:

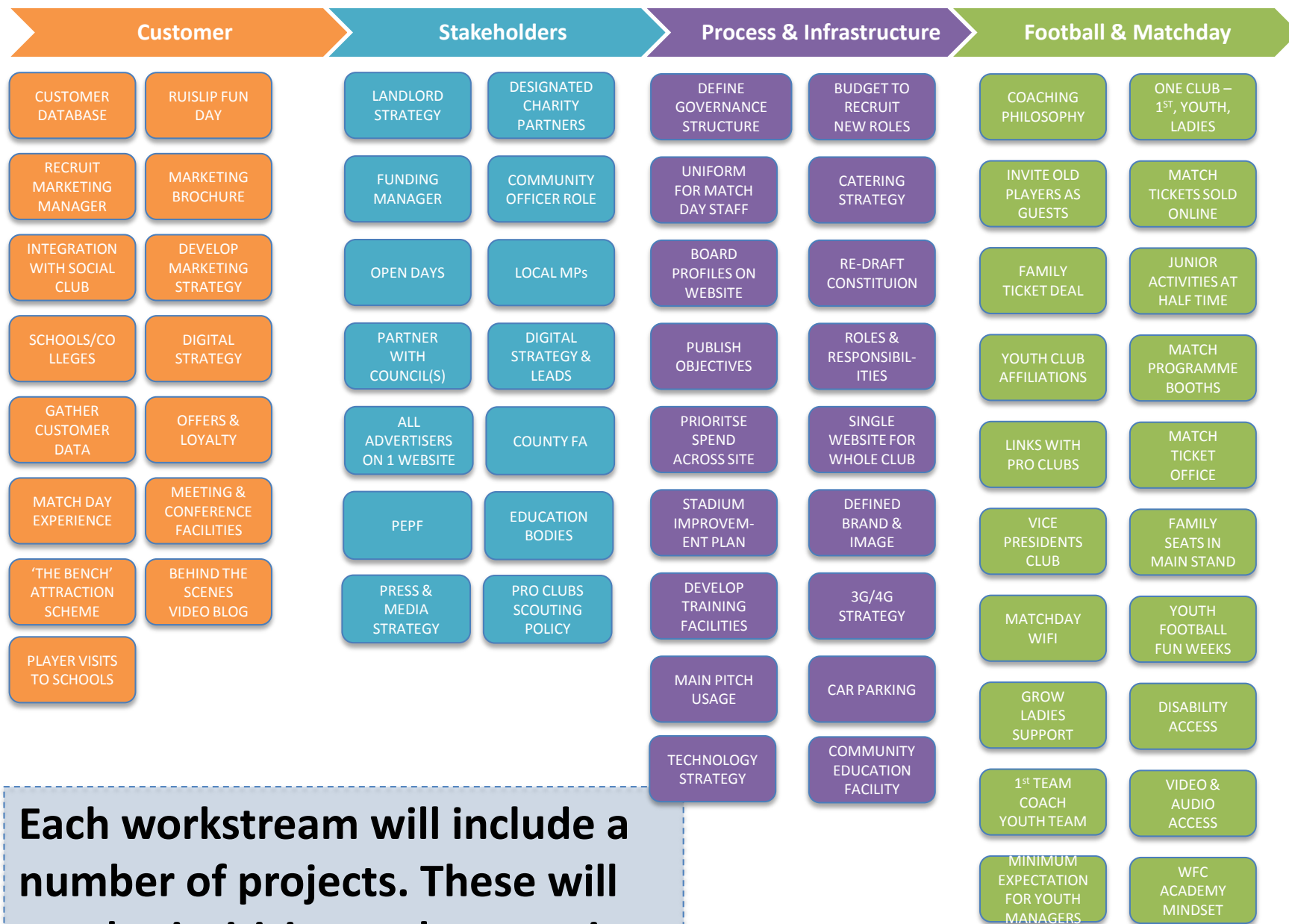
Governance, structure and infrastructure of the entire organisation fit for long term future

- Build a best-in-class & sustainable leadership team
- Excellence in governance and risk management
- Maximise profitability of commercial offerings
- Regularly develop innovative revenue streams (on & off the pitch)
- High level control of image, creating a distinct Wealdstone brand
- Long term plan for whole of Grosvenor Vale facilities
- A funding strategy for these facility objectives
- An excellence in accessing public funding
- Sponsorship strategy including a digital sponsorship strategy

FOOTBALL & MATCHDAY
Lead:

Develop a football strategy that delivers success on the pitch & an unrivalled matchday experience

- "One Club"
- Coaching & playing philosophy
- Pathway to first team
- Youth Club of choice
- Academy mindset
- A high performance culture
- Unrivalled matchday experience for all
- Support families
- Strong mutually beneficial relationships with local Pro Clubs



Each workstream will include a number of projects. These will need prioritising and resourcing



Next steps

- Widely socialise
- Appoint leaders for the respective workstreams and then define scope
- Set appropriate targets and report back as appropriate
- Are you prepared to get involved?



Finally...

- We still need to win football matches and run all the different parts of the club on a day to day basis
- We still need to sort the lease
- This is a long term vision. It shows some of what might be possible. There is probably loads more – it is up to us
- No other club in Middlesex has our potential
- Think big, be proud and the future can be ours.