

Business Plan for Nottingham Rising Stars Girls' Football Team

Executive Summary

Business Name

Nottingham Rising Stars Girls' Football Team

Vision Statement

To empower young girls from economically disadvantaged backgrounds in Nottingham through football, fostering community spirit, a sense of purpose, camaraderie, and connection to the local community.

Mission Statement

To create a safe, inclusive, and supportive environment where young girls can develop their football skills, build confidence, and form lasting relationships. Through sport, we aim to nurture physical and mental well-being, instill teamwork, and promote positive engagement with the local community.

Objectives

- **First Year:** Establish the football team with at least 30 active participants, secure initial funding, and host weekly training sessions.
- **Second Year:** Expand the program to include multiple age groups, increase participation to 50 girls, and establish partnerships with local schools and community organizations.
- **Third Year:** Launch competitive play within local leagues, host community events, and secure long-term sponsorships to ensure sustainability.

Organization Description

Legal Structure

Nottingham Rising Stars will operate as a Community Interest Company (CIC) to emphasize its social mission and reinvest profits back into the organization to support the community.

Location

The team will be based in Nottingham, utilizing local community centers, parks, and school fields for training and matches.

Target Population

The team will focus on girls aged 8-16 from economically disadvantaged backgrounds living in Nottingham. Many of these girls may face barriers to participation in sports, including financial constraints, lack of access to facilities, and limited opportunities for structured physical activity.

Services Offered

- **Football Training:** Weekly coaching sessions focusing on skill development, fitness, and teamwork.

- **Competitive Play:** Participation in local leagues and friendly matches to give the girls experience in competitive sports.
- **Mentorship Program:** Pairing participants with older peers or community volunteers to provide guidance, support, and positive role models.
- **Workshops:** Offering workshops on nutrition, mental health, leadership, and life skills to complement the football training.

Market Analysis

Community Needs

In Nottingham, many young girls from disadvantaged backgrounds lack access to extracurricular activities, particularly in sports. This can lead to a lack of physical activity, limited social interaction, and decreased opportunities for personal development. Football, a widely popular sport, offers an accessible and engaging way to address these needs.

Benefits of Participation

- **Physical Health:** Regular physical activity promotes fitness, reduces obesity, and encourages a healthy lifestyle.
- **Mental Well-Being:** Participation in team sports has been shown to improve self-esteem, reduce stress, and combat feelings of isolation.
- **Social Skills:** Football fosters teamwork, communication, and leadership, helping girls develop essential life skills.
- **Community Engagement:** Involvement in the team helps girls feel connected to their community and develop a sense of belonging.

Competitive Landscape

There are several football programs in Nottingham, but few are specifically tailored to girls from disadvantaged backgrounds. Nottingham Rising Stars will differentiate itself by focusing on inclusivity, accessibility, and community-building, ensuring no girl is excluded due to financial or social barriers.

Marketing and Outreach Strategy

Branding

The Nottingham Rising Stars brand will embody empowerment, community, and positivity. The team's logo, colors, and uniforms will be designed to reflect these values and create a sense of pride among participants.

Outreach Channels

1. **Schools:** Partner with local schools to promote the program and identify girls who could benefit from participation.
2. **Community Centers:** Engage with community centers to reach families and spread awareness about the team.

3. **Social Media:** Utilize platforms like Facebook, Instagram, and Twitter to share success stories, updates, and events, targeting local residents and potential sponsors.
4. **Flyers and Posters:** Distribute flyers and posters in local businesses, libraries, and community hubs to reach parents and guardians.

Events

- **Open Days:** Host open days where interested girls and their families can meet the coaches, learn more about the program, and participate in introductory sessions.
- **Community Tournaments:** Organize community tournaments to showcase the team's talents and encourage broader participation.

Word of Mouth

Encourage current participants and their families to spread the word within their networks, creating a grassroots movement of support.

Operations Plan

Facilities and Equipment

- **Training Grounds:** Partner with local schools and community centers to use their sports fields for training and matches.
- **Equipment:** Secure funding to purchase necessary equipment, including footballs, cones, goals, and training kits. Seek donations or sponsorships from local businesses and sports retailers.

Staffing and Volunteers

- **Coaches:** Hire qualified football coaches with experience in youth development and a passion for working with disadvantaged communities.
- **Volunteers:** Recruit volunteers to assist with training sessions, mentorship, and event organization.
- **Administration:** A small administrative team will manage registrations, communications, and partnerships.

Safety and Child Protection

- **Safeguarding:** Implement a robust safeguarding policy, ensuring all staff and volunteers undergo DBS checks and receive training in child protection.
- **Health and Safety:** Adhere to health and safety guidelines, ensuring all training sessions are conducted in a safe environment.

Program Schedule

- **Weekly Training Sessions:** Conduct 1-2 training sessions per week, depending on age group and skill level.
- **Monthly Workshops:** Organize workshops on topics such as nutrition, mental health, and leadership.

- **Seasonal Matches:** Participate in friendly matches and local leagues throughout the football season.

Financial Plan

Start-Up Costs

- **Equipment and Kits:** £5,000
- **Facility Rentals:** £2,500
- **Marketing and Outreach:** £1,500
- **Coaching Staff Salaries:** £10,000 (part-time)
- **Administrative Costs:** £1,000
- **Miscellaneous Expenses:** £1,000
- **Total Start-Up Costs:** £21,000

Revenue Streams

- **Grants and Donations:** Apply for local and national grants, including those from the Nottingham City Council, Sport England, and charitable foundations focused on youth sports.
- **Sponsorships:** Seek sponsorships from local businesses, offering branding opportunities on team kits, banners, and promotional materials.
- **Fundraising Events:** Organize community events, such as fun runs, bake sales, and raffles, to raise additional funds.
- **Membership Fees:** Charge a nominal membership fee to cover some operating costs, with a sliding scale or waivers for families unable to pay.

Budget Projections (First Year)

- **Income:**
 - Grants: £10,000
 - Sponsorships: £5,000
 - Fundraising: £3,000
 - Membership Fees: £3,000
 - Total Income: £21,000
- **Expenses:**
 - Equipment and Kits: £5,000
 - Facility Rentals: £2,500
 - Coaching Staff Salaries: £10,000
 - Marketing and Outreach: £1,500

- Administrative Costs: £1,000
- Miscellaneous Expenses: £1,000
- Total Expenses: £21,000

Financial Sustainability

- **Long-Term Sponsorships:** Secure multi-year sponsorship deals with local businesses to ensure consistent funding.
- **Expansion of Revenue Streams:** Explore additional revenue sources, such as corporate partnerships, merchandise sales, and government grants.
- **Cost Management:** Regularly review and manage expenses to ensure the program remains financially sustainable.

Impact and Evaluation

Social Impact

Nottingham Rising Stars will make a significant positive impact on the lives of young girls by providing them with a structured, supportive environment to grow and thrive. The program will help participants develop physical fitness, self-confidence, and social connections, leading to improved mental well-being and academic performance.

Key Performance Indicators (KPIs)

- **Participant Numbers:** Track the number of girls joining and regularly attending the program.
- **Engagement Levels:** Measure attendance at training sessions, workshops, and matches.
- **Community Involvement:** Monitor the level of community support, including volunteer numbers and local partnerships.
- **Participant Feedback:** Collect feedback from participants and their families to assess the program's impact and identify areas for improvement.

Regular Review and Adaptation

Conduct quarterly reviews to assess the program's progress against its objectives. Use the findings to make necessary adjustments, ensuring the program remains responsive to the needs of the community.

Conclusion

Nottingham Rising Stars Girls' Football Team aims to provide a valuable, community-driven initiative that empowers young girls from economically disadvantaged backgrounds. Through football, the program will build a sense of purpose, camaraderie, and connection, helping participants develop into confident, active members of the Nottingham community. With the right support, Nottingham Rising Stars can become a beacon of hope and opportunity, creating lasting positive change for generations to come.